

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CII, No. 13 NEW YORK, MARCH 28, 1918 10c A COPY



## AN ADVERTISING CLASSIC

Since the AMERICAN TELEPHONE AND TELEGRAPH COMPANY began its national publicity some nine or ten years ago there has been no finer example of institutional advertising.

Its purpose has been not to induce people to install telephones, but to inform the public of the business purposes, difficulties, problems and the ideals of the TELEPHONE COMPANY.

When war was declared it directed its advertising tone and sentiment to reflect and stimulate the national spirit of patriotic service and the subordination of self. Its broadness is evidenced in the fact that in this war-time series the TELEPHONE COMPANY has made only passing mention of its own tremendous war-service.

It was natural of this great corporation, when it wanted to present the institutional character of the BELL SYSTEM through national advertising, to select an advertising agency which was itself a great institution.

N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

# ONE MORE STRAW

"WHILE New York heads the list of states in the number of its motor vehicles, having about one-tenth of all the cars in the United States, its ratio based on population of 1 to every 23 inhabitants, is exceeded by several of the agricultural states of the Far and Middle West, a significant fact which tells the story not only of the American farmers' prosperity, but the wide-spread recognition by the farmer of the many benefits he is able to derive from the motor car."—*New York Times*, 3-13-18.

## Average Population per Car in several Middle-West States . . 13

John Willys says 60% of the automobiles are in the hands of farmers.

This means a little less than two-thirds of the cars in U. S. are owned by one-third of the people—the farmers. Think that over.

Or in other words, one-third of the people—the farmers—have the financial capacity to own more than twice as many cars as the other two-thirds of our entire population—town and city residents. Think that over, too.

This shows where the advertising dollar will produce the greatest results in the sale of any commodity sold at retail.

That is why such a large part of your appropriation must be spent in farm papers of known value. You cannot secure your share of this rich farm trade through any other form of advertising.

You manufacturers of auto accessories—it means a given amount of farm paper circulation will carry your message to more than twice as many car owners as the same amount of city circulation.

**STANDARD FARM PAPERS OF KNOWN VALUE** form a large part of many of the leading national advertising campaigns—not merely because they reach—

# The Standard Farm Market (Over One Million Farm Homes)

but also because of their influence among other farmers.

Sell a Standard Farmer and you sell his neighbors too.

- Pennsylvania Farmer  
*Established 1880*
- The Breeder's Gazette  
*Established 1881*
- Hoard's Dairymen  
*Established 1870*
- The Ohio Farmer  
*Established 1848*
- The Michigan Farmer  
*Established 1843*
- Prairie Farmer, Chicago  
*Established 1841*

STANDARD FARM PAPERS, INC.  
Western Representatives  
Conway Bldg., Chicago

- Pacific Rural Press  
*Established 1870*
- The Farmer, St. Paul  
*Established 1882*
- Wallaces' Farmer  
*Established 1895*
- Progressive Farmer  
*Established 1886*
- Birmingham, Raleigh  
Memphis, Dallas
- The Wisconsin Agriculturist  
*Established 1877*

WALLACE C. RICHARDSON, INC.  
Eastern Representatives  
381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N.Y., POST OFFICE, JUNE 29, 1893

VOL. CII

NEW YORK, MARCH 28, 1918

No. 13

## Can You Sell Goods to the "Subconscious Mind"?

Recent Revolutionary Discoveries in the Field of Abnormal Psychology  
Should Suggest Much to Advertising Men, Says Dr. B. L. Dunn

By Bruce Bliven

MEN come into advertising from pretty nearly every walk in life; and it is interesting to see how a man's previous training and experience are reflected in the way he goes at his work. The former engineer is forever producing charts, graphs, and statistics showing that the point where the line of consumer acceptance, O-H, crosses the line of dealer demand, E-L, is the spot to hit 'em in the eye. The former newspaper man, on the other hand, feels that "headlines with the punch" are what are needed; while the man of financial training is all agog to get the cost per inquiry down to three-tenths of one per cent of the gross profit per unit sold.

While advertising has in its ranks men from pretty nearly every possible vocation and avocation, from cabaret-singing to Arctic exploration, it has not yet accumulated very many doctors of medicine. And it is, therefore, more or less a matter of speculation as to how the previous training of the physician would reflect itself in his subsequent endeavors as an advertising man. Would he diagnose the case of a sick business by feeling its pulse (as reflected in the monthly sales sheet), and then prescribe for it homeopathic or allopathic doses of new sales effort, as the case might be?

"When you want to find out something," said the editor to me, "go and ask somebody who knows." I did. I went and asked Dr. B. L. Dunn, advertising manager for the Oneida Community, Ltd., which makes Community Silver, and sells it every year in very large and rapidly growing quantities. Dr. Dunn has been in charge of its advertising from the very first piece of copy ever turned out, down to this day and hour; and his broad shoulders are also bearing just now, as everybody knows, the burdens which go with the title of Director of Advertising for the U. S. Fuel Administration. But what is not so generally known is the fact that his doctorate is not of philosophy, but of medicine; that he practiced for seven years before he ever knew, as he says himself, "the first solitary thing about business."

It is not very surprising, therefore, to find that a man with such a training and background has a remarkable and decidedly unusual plan of advertising. At the same time, the most hardened skeptic will have to respect his ideas, since they satisfy the famous pragmatic requirement of William James, the psychologist—"they work!" The Oneida Community advertising has been enormously successful; it has enabled the company to enter a difficult field and fight its way to the very top

in the teeth of tremendous obstacles; so that what Dr. Dunn has to say about the company's advertising—for every bit of which he has been responsible—is certainly entitled to be taken with respect.

"My theory of advertising can be expressed very simply," Dr. Dunn told me. "Advertising, to me, is the use of a printed appeal in order to induce public action which is favorable to yourself. Then the most efficient advertising will be that which creates in the public *the strongest favorable response*, and the question becomes this: What sort of appeal will create this strongest response?

"Modern psychology has been of the greatest possible help to us there, if we only knew it, and would only take advantage of our knowledge when we do find it out. By 'modern psychology' I am referring specifically now to the recent researches in abnormal mental states by such men as Freud, Jung, Brill, Jones, Putnam, and others of the so-called 'psycho-analytic' school. Whether you accept the theories of these men entirely or not, there is very much about them which can be of tremendous assistance to the advertiser.

"The greatest point in the researches of these men has been the realization of the tremendous part which the *unconscious* mind plays in determining the actions of an individual. It is many times more powerful than the conscious mind. A common simile used in this connection is an iceberg floating in the water. Ice floats, as you know, with six-sevenths of its bulk under water, and only the re-

maining seventh in sight. Well, the human mind is like that. The conscious mind, the above-water part, is weak and ineffective compared to the great bulk and dominating power of the unconscious (sometimes called the subconscious) mind."

Just here Dr. Dunn interrupted himself to impress on me the fact that he makes no claim to being an expert on "abnormal psychology" and doesn't want to be called one. Therefore, I carefully abstain from doing so. Nevertheless he is. Having got 'round that difficulty, let us proceed.

"It is in the upper, the conscious, mind that the function of *logical thinking* resides. When you look at all the data on a given question, and make a decision in strict accordance with the facts, it is the conscious mind—the very thin upper crust of your whole mentality, so to speak—that does the work.

"But the psychoanalysts have learned this about humankind: that near-

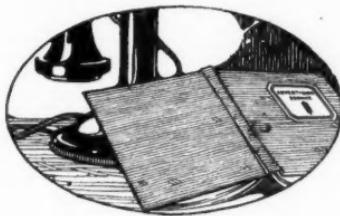
ly all the important decisions of the individual are really made in the *subconscious*. Of course, the conscious, logical part of the mind agrees to these decisions, but it is an agreement *after* the fact. They have discovered that if the subconscious mind really wants any given course of action pretty badly, it will invent for itself a whole string of perfectly logical reasons for following that course; and the process of doing so is technically known as *rationalism*. That is where advertising comes in!

"By the way—if you write anything about this in PRINTERS' INK, I wish you would clear one point



© Underwood & Underwood Studios, N. Y.

DR. B. L. DUNN, OF THE ONEIDA COMMUNITY, LTD.



## A Booklet for Business Executives

It is entitled "Advertising Service."

Our conception of this vital business service and how we render it are set forth simply.

It is a volume for executives—men who have a voice in shaping the policies of their organizations. To such it will be sent on request and without charge.

"Advertising Service" is illustrated with examples of work from our Production Department—magazine, newspaper and direct advertising and color plates of posters which have won favorable comment.

This book is of particular interest to the manufacturer about to launch an advertising campaign. But it contains information that even the experienced advertiser may welcome.

**THE H. K. McCANN CO.**

New York  
Cleveland

San Francisco  
Toronto



right at the beginning; that I do not pretend to be able to lay down principles for the whole advertising profession. My experience has been confined entirely to pushing Community Silver, and I don't at all know how my ideas would fit into the selling of another product. If you will please remember, then, that when I say 'advertising' I am referring to our own advertising, it will simplify matters for both of us.

"Applying these psychological laws, then, to the problem of advertising Community Silver, what do we find? We have a product which is sold to women; and in buying it, the beauty of the design is the chief thing the purchaser considers. How shall we make our advertising carry the greatest possible 'urge' in such a case?

"You know, of course, that the appeal of beauty is a very much older thing in the history of the race than is the appeal of utility or of logic. The unconscious mind is older than the conscious mind, and the emotions are older than the intellect.

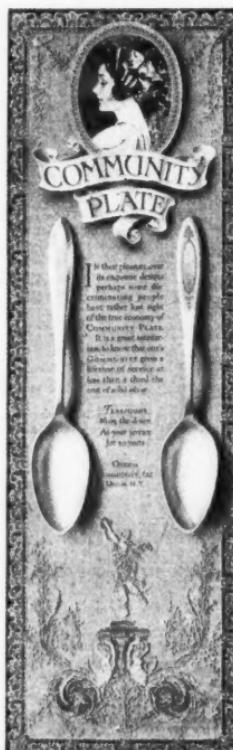
"Did you ever stop to think how very recent a thing in the race-history is the invention of printing. The expression of ideas by means of arbitrary groups of symbols which represent sounds which in turn inadequately indicate thoughts? Just think of it! Man has existed on the earth at least 500,000 years, as man; and we have had printing for about 500! That's one-tenth of one per cent of the total amount of 'elapsed time.' Writing, of course, has existed longer—several thou-

sand years; but even so, for at least 495,000 of his 500,000 years, man has managed to get along without any writing, and during most of that time, without even any organized system of speech.

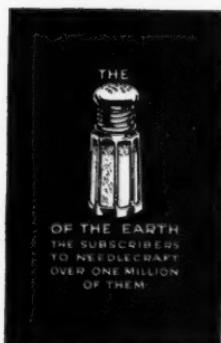
"On the other hand, the instinctive, elemental love of beauty, of art, seems to be almost as old as the race itself. The appeal of *form* is about as deep-rooted as anything can be. We know that 25,000 years ago the inhabitants of western Europe, the Cro-Magnon race, painted pictures on the walls of their caves, using several colors, and showed a high degree of artistic appreciation.

"Now let's see how these facts have a bearing on the practice of advertising. In the first place, what I have said will, I hope, make clear my reasons for using *pictures*, rather than text, as the main driving force in advertising Community Silver. The picture makes one unified, simple appeal, and it is an appeal to the subconscious mind, where the love of beauty lies. By making the picture as harmonious, artistic and striking as possible, I grip down with it, in the mind of the spectator, to the ancient love of *form*.

"This is, of course, especially important in advertising to women, for the mind of woman responds, and always will, more readily to the elemental emotional appeal than does the mind of man. Her 'biological function' as the bearer of children keeps her near to the simple, vital things of life, no matter how much the modern woman may develop her intellect.



THIS KIND OF COPY, WITH DAINTY LACE BACKGROUND, WAS INTENDED TO ATTRACT WOMEN PRIMARILY



in college or in business (where I would be the last to dispute her ability).

"After all, have civilization and all the formal education of to-day really made any serious alteration in the primitive mind of man? Are we really an iota different from the brutelike, half-savage man of the old stone age? The psychologists don't believe we are. Half the people in the world are sick, so they say, with mental maladies which come of the conflict of primitive normal impulses of the brute with our modern codes of conduct, and moral restraints on natural appetites. One of the most recent of all the discoveries of the experts is that some well-defined cases of mental disorder constitute practically a 'throw-back' to the group of impulses which were predominant in the lost civilizations of many thousands of years ago. It is as if the weary human mind, tired of the stiff iron bonds of present-day society, threw them off with an effort and harked back along the marvelous trail of heredity to the states of mind prevalent eight thousand generations ago! It makes you dizzy, doesn't it?"

It did. I made a long jump of half a million years, and hinted that I should be interested in getting some of the specific advertising methods which Dr. Dunn uses, and which embody the theories he follows.

The history of Community Silver advertising, I learned, had had two main divisions, though advertisements of the first type were run during the second period to some extent. The task of the advertising being to make an appeal of beauty, and to the emotions, large spaces have always been used, in which the silverware itself was displayed against the most harmonious background that could be secured.

For this purpose, it was found that fine laces were most satisfactory, and the markets of the world were combed for laces of the requisite beauty which harmonized with the silverware designs. Hundreds of dollars were

paid for a single piece to be used perhaps only once; and almost equally large sums were paid for permission to use the lace for merely photographic purposes. The museums of the world were ransacked; and when new designs in silverware were created for which there seemed to be no existing laces which were appropriate in character, new designs were created and executed by high-priced lace makers.

"We have sometimes paid \$500 for a dozen photographs, only to find that not one of the lot was up to our standards," Dr. Dunn said. "They would all be discarded. To my way of thinking, there's no use buying advertising space in which to place copy which is half-hearted, or merely 'good enough.' I have long believed that if you have \$30,000 to spend in advertising, \$5,000 or sixteen and two-thirds per cent, is not too much to spend on art work."

#### APPEAL TO ATTRACT THE MEN

The second "phase" of Community Silver's advertising history came when it was decided to broaden the appeal a little and get the husbands of housewives interested as well as the women. For this a rather lighter touch and more frivolous appeal were deemed advisable—though not for one minute has this meant that Dr. Dunn has relaxed his vigilant demand that the advertising shall be beautiful. This series, as our readers will remember, told a charming group of episodic "little stories of honeymoon life." The drawings for it have been uniform in character, and all done by the same artist, Coles Phillips.

It was not uncommon for Dr. Dunn to spend a week, or even longer, on the preparation of a single piece of copy for this special series. Writing it out, of course, took only an hour or so, and the rest of the time was spent in revising, cutting out every superfluous word, getting the utmost "drama" into the smallest compass. Here is one of the advertisements produced in that way.

(Continued on page 12)

How do you expect  
to sell your goods  
to the best advan-  
tage in Brooklyn  
unless you use the  
Brooklyn newspap-  
er of largest circula-  
tion—the Standard  
Union?

Daily and Sunday--  
2 cents.

# Cash Value of Glad Hand in Mail-Order Catalogues

Saying "How Do You Do?" and "Good-bye" in a Way to Keep the Checks Coming

"WHAT do you consider the best paying pages in your catalogue?" was asked of a highly successful mail-order man. "The first two and the inside back cover," was the instant reply. The questioner opened the catalogue and looked puzzled as he turned to the pages mentioned. There was no merchandise shown on any of these three pages. How, then, could they be the best paying pages? The mail-order man answered the question before it was asked: "That's where we say 'How do you do?' and 'Good-bye.' We get *ourselves* into those pages—our policies, our aims, our attitude toward our customers and our business, our hand-shake. You don't see anything for sale on those pages, but there is, nevertheless; they sell friendliness and confidence. If we should eliminate the matter on those three pages and devote the space to showing merchandise, it would show up by a drop in our sales curve inside of five or six months.

"You get acquainted with a retail store through learning to know the clerks or the manager, and as you get better acquainted the store begins to have a more definite personality in your mind. You feel kindly toward it, and, if you know the proprietor or manager to be a square sort of a fellow, you have confidence in whatever you buy there.

"Something of the same atmosphere of friendliness and confidence can be created in a mail-order catalogue."

Every mail-order business, from the smallest to the largest, can profit by applying this hand-shake idea to its catalogues and booklets. When a prospective customer picks up a catalogue he or she is unconsciously seeking some means of judging the integrity of the business, just as one scrutinizes a

person with whom he is to have business dealings—looks at his eyes, his mouth, his hands, listens for the first words he has to say and the way he says them.

## FIRST GET ACQUAINTED, THEN TALK SHOP

To start in on page one and show a cream separator or a gold watch or a page of kitchen utensils is just as blunt as for a salesman to burst into your office without introduction and say, "This cream separator is forty inches high, weighs so many pounds boxed, is enameled green, has nickel trimmings, and the price is forty-five dollars. Buy one at once."

Your first reaction to such an approach, if it did not stop the sale right there, would be to learn what house he represented, and if you had never dealt with or heard of the firm you would ask questions for the purpose of getting some sort of a mental picture of the house, its policies and personnel.

It is precisely that sort of a mental picture that the mail-order man referred to tries to create in the first two pages of his catalogue. He goes farther than some, though, and uses the inside back cover to talk to folks again just before they leave. He wants to renew the favorable impression the reader received when he started in to look through the catalogue, so that if his mental picture of the house has faded out he (or she) will have it renewed just before the time comes to lay the catalogue aside, with the result that the reader leaves with a good impression or, perchance, is led to turn back into the catalogue again.

What to say in these "How do you do?" and "Good-bye" spaces is the problem. The fundamentals of the business should be stated,



Circular letters, sealed, now cost thirty dollars per thousand for postage alone. The weight limit is one ounce.

Printed Folders and Broadsides, with a weight limit of *two* ounces, are still mailable at the rate of *ten* dollars per thousand.

A well-printed folder made of BUCKEYE COVER will present your selling message more attractively and effectively than a letter—and can probably be paid for out of the saving in postage alone.

May we send you the "Proofs"?

## THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

*Member: Paper Makers Advertising Club.*

BUCKEYE COVERS are carried in stock by dealers in all principal cities. Your printer knows the nearest.

for one thing, the reasons and policies on which the house bases its hope for patronage. In some instances a short story of the business has been used most effectively, so told that it shows not merely the beginning and growth of the business, but the connection of the business with its public, the story of the service the business is rendering.

Pictures of the buildings, grounds, operating departments, etc., are also very good if they are not so obviously retouched or forced as to be unconvincing. But anything that does not convince is better omitted, even though it be truthful—and this applies to pictures and statements alike.

#### LET INTRODUCTORY TALK BE SIMPLE

The real danger in writing the material for these confidence-selling pages is the tendency to be boastful. A boastful catalogue makes exactly the same impression as a boastful salesman. Far better than making direct statements that run the risk of sounding boastful and, therefore, disgusting the reader and losing his or her confidence, is the policy of bringing out ideas indirectly by showing by pictures and interesting descriptions what sort of people and ideals are behind a business.

For instance, showing a picture of an employees' lunch room with people in it, with a human sort of a caption under it, such as "Here is where the folks who take care of your orders meet at noon for lunch. They have song-fests almost every day along about 12:45. If you ever visit Blanktown, drop in and listen. It will do your heart good to hear them sing." This may be far more effective in showing what sort of a spirit is behind a business than a statement by the local banker that the president is a respected citizen, though, of course, such a letter is often necessary.

And how much more effective to head a group of testimonials with some such statement as this: "We like to receive letters like these from our customers. They

show us that we are on the right track and they encourage all of us and make us strive harder than ever to please in every way," instead of saying boldly, "Read what others say of our service."

These are small points, but they are often the difference between a boasting atmosphere and a friendly, confidence-inspiring atmosphere. Of course, there are businesses which seem to lend themselves better to ballyhoo methods, just as there must be circus barkers to draw a crowd at a side show, but the average mail-order catalogue going to the general public can well use the more sincere and neighborly methods of interpreting itself to its audience.

Even in getting out small mail-order catalogues and booklets it is generally worth while to devote a little space front and back to handshakes and getting acquainted. Just as a salesman's personality and his reputation for sincerity and integrity are his best cash assets, so the same reputation has a cash value to a mail-order business; it is the first half of mail-order good will, the other half being a record of satisfactory service and merchandise. But without the first, the second is hard to build up. More and more businesses are learning the cash value of interpreting themselves to their customers.

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#### Frank W. Nye With "Hearst's"

Frank W. Nye has been appointed to direct the advertising of *Hearst's Magazine*, New York. The appointment becomes effective after March 31.

Mr. Nye acquired an interest in Churchill-Hall, New York, a little over a year ago, and since then he has been associated with that agency. Previously he was advertising manager of *Today's Housewife* and prior to that was manager of Butterick's New York office.

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#### W. C. Mansfield With Campbell-Ewald

W. C. Mansfield, for some time with the advertising department of the Hyatt Roller Bearing Company, Newark, N. J., has joined the New York office of the Campbell-Ewald Company.

# A Story of National Usefulness

*Plan to be  
in  
CLEVELAND  
between  
April 29th  
and  
May 4th*

The Business Paper press of the United States has a vitally interesting story to tell the advertising and reading public. Its chapters include

- (a) The Battle for Better Business.
- (b) Winning the War in the Workshop.
- (c) Focusing the Publicity Appeal.
- (d) Stories from Real Life—the “whys” of advertising successes.

These will be told at

## Business Paper Week April 29-May 4

to the manufacturers of the rich Middle West.

Publishers—60% of the display space is now sold. Wire for option on space and details of display.

**C** Business Paper Division  
**Cleveland Advertising Club**  
Hotel Statler • Cleveland

## THESE SHIFTING SCENES

You look down from your office windows today upon a bewildering world of change. Nor you nor any individual can foretell with certainty the directions that these newly loosed war forces will take from one day to the next.

But there are institutions that *must* accurately gauge the flows of public tastes, desires and opinions. Not the least of these is the Fifth Industry—the Moving Picture Business. Its very life is dependent upon the fidelity with which it takes the public's pulse. No audience responds so surely or rejects so swiftly as the audience of average American men and women in the darkened pit of the moving-picture house. It knows what it wants and says so in no uncertain tones.



HERE then is an institution that affords a very definite measure of certainty in

times of uncertainty. You who have a story to tell to these average American men and women can look to it assured that here you will find the clearest thinking about the public's moods.

Photoplay, the interpreter of the Fifth industry, gives you the opportunity to put behind your message the outstanding advantage of this shrewd foreseeing. As faithfully as the screen, Photoplay measures and discounts and moulds the ways of the mind of the crowd.



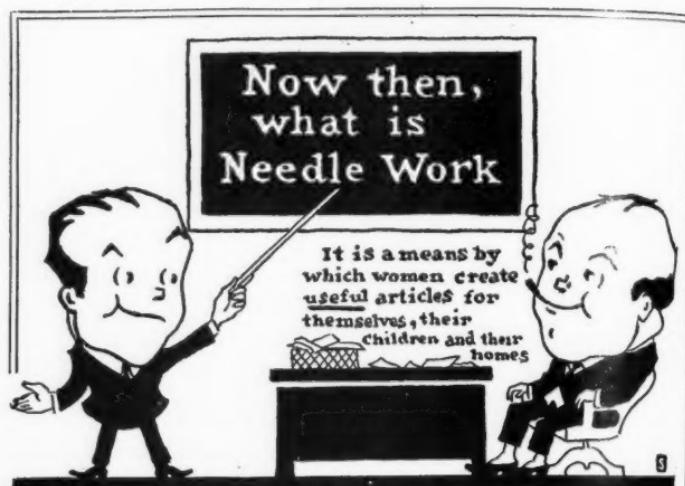
CAN you longer neglect the assured interest that results from such hard-headed foreknowledge? Are you telling your story to a tested audience who by the very nature of the case must listen?

## PHOTOPLAY

*Let the name stick in your mind; it's imitated*

W. M. HART  
ADVERTISING MANAGER  
350 NORTH CLARK ST.  
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.



## That's fine!

Now the next time you see a woman doing needle-work of any kind you won't think she is simply amusing herself. You will understand she has some *practical use* to which the finished article will be put.

If she is knitting, you will realize it is some warm, useful garment for herself, or, what is more likely, for her boy in blue or khaki.

If embroidering, it is some attractive and useful little article which will be used for beautifying her home or adorning her dress. In other words, Needlework is a *useful occupation* of home-loving women.

As K. C. B. would say,

"I thank you"

*Arthur J. Crockett*

Advertising Director of

## The Modern Priscilla

*The Needlework and Housekeeping Magazine*

85 Broad Street, Boston, Mass.

P. S.—This is the last of a series of ads designed to show advertising men the uses women make of Needlework. If these little ads have given you a different idea of Needlework, to what you had previously, I would greatly appreciate your telling me so.

A. J. C.

Member A. B. C.

Boston  
DEPARTMENT OF INSPECTION AND  
ADMINISTRATION

## Does Your Label Meet This Trying "Iliterate Test"?

Is It So Simple and Suggestive That a Child Could Describe It?—Why the Decision to Change One Label Was Reversed

"THE secret of my labels, I believe, is that in deciding upon them I keep in mind the requirements of the export trade," said a manufacturer recently, whose labels have long been notably good.

"But how can that be," interposed one of his auditors, "when, as far as I know, you do no export business whatsoever?"

"That makes no difference," replied the manufacturer, "the principle is there just the same; and the fact remains that before I decide to adopt any new label I satisfy myself that it would meet the exacting requirements of the export trade. And I notice that when I have done that it is as if I had put it to the acid test and insured its worth."

This man's theory, as he explained at length, was that in preparing a label one must keep in mind the great mass of non-thinking people (which includes both those who cannot think and those who can but prefer not to). And, in order to accomplish this, the hundred-percent label should aim not so much to emphasize a brand-name as to emphasize itself as a memorable design.

And when he considered the test to which a label is put in the case of non-thinking people, he preferred to imagine them foreigners,

people who do not even know the meaning of the wording on his labels. That was where his so-called "export test" came in. He tries to visualize each new label going to every part of the world; to so many places that it would be quite impossible for him to prepare a special edition for each in the language of the place whether it is bound, so that it must depend upon other elements in its make-up than that of mere brand-name to carry its message.

Incidentally, as he points out, no manufacturer knows at the time when he is adopting a new label that the goods on which it is used may not some day be active in the export trade, so that the conditions which he prefers to imagine will then be actual and real.

A trade-mark and a brand-mark are, of course, symbols. And if it is to be recognized that such symbols have a proper place in newspaper and magazine advertising, as is universally allowed, they surely have an even more logical place on labels.

Advertising men too often are prone to think of the province of the label as being that of identifying the goods to the person who has read advertisements about them. Of course, it should do this, but it must do more, unless, indeed, one is not striving for re-



peat orders, but only one-time sales. The merits of goods are learned by a large fraction of people not through advertisements which elaborate upon them, but from satisfactory experience in



HINDOO, CHINAMAN OR CAUCASIAN COULD REORDER EASILY BY THIS LABEL.

the use of the actual goods themselves. Being pleased with their experiment, they want to purchase the same thing again; and it is right then that the ideal label gets its test. If they cannot read, they must remember the label upon the basis of its symbol. And even if they *can* read, it is easier and more natural to remember symbols than names (particularly out-of-the-ordinary names) anyway.

Really it is only the good fortune of American manufacturers who do not export that this matter has not demanded more of their attention. Nowhere else could they appeal to so many people in one language and be so universally understood. It may have been due to the low rates for mailing publications (now so seriously threatened by the zone law) which have here resulted in greater education and the minimizing of sec-

tional idioms, dialects and forms of speech. At any rate, the colloquialism which makes patois an unknown language to those who know French, which causes the Scotchman with his burr, the Welshman, the man from County o' Cork, and the Cockney to be foreigners to each other, does not require consideration at the advertising conference in this country.

Nevertheless, there is some illiteracy in this country. There are many thousands of people, most of them freshly come to our shores, who do not know English, or, if they know it, do not read it. And there is a vast proportion of people who, because they are only human, choose to remain in the kindergarten class, as it were, as far as remembering brand-names and labels goes and much prefer to think only in the language of symbols.



ANOTHER LABEL THAT OVER-RIDES THE LANGUAGE LINES

For instance, among the old-established labels there is probably none which serves its purpose better than that which has so long been used on Walter Baker's Cocoa. One whole side of that label (the front side) is given over to a representation of the

maid with the serving tray who was famous before the Baker people adopted her, but is to-day

and remember, but who order goods on much the same basis as our little friend in the grocery.

A big Chicago soap-maker has long had on the market a "Flake White" soap, so-called. For many years this soap carried an old-fashioned label. A few years ago the spirit moved this soap-maker to make this label a little more up to date. A few tentative plans were made which called for more or less radical revision, until some of the company's salesmen and some of the dealers got wind of it. And then they protested vigorously after this fashion:

"If you are thinking of changing that Flake White label, as we have heard you are, by taking off the old chromo of the little house in the snowstorm, you're crazy. If you knew the number of foreigners and others who have learned the value of the soap who come to us to ask for 'The soap with the little house in the snowstorm on it,' you'd sooner scatter greenbacks on Lake Michigan than do it."

And if there is a feeling in any quarter that this ideal sort of symbolism on the label has to be done in the old-fashioned chromo sort of way, let him look about him at the new order of things.

There is nothing old-fashioned



EVEN A CHILD COULD REMEMBER THIS EASILY

much more famous because of that adoption.

And what is the result? Well, you'll never hear Baker's Cocoa identified by any little Willie after the fashion of one little chap who dashed into a grocery where we happened to be and said: "Mamma wants me to bring back a package of—eh—eh—oh, you know the kind of breakfast food that has a thingamajig in one corner and a thingamabob in the other."

Do you think that lad would forget the Walter Baker cocoa label once he has had a good look at it? You know he would not forget Towle's Log-Cabin syrup both because of the shape of the can and the representation of the log cabin on the label. And yet there are many adults, men and women of education and discrimination, who think they observe



LITERATE OR ILLITERATE COULD "GET" THIS

about the comparatively new label used on Arbuckle's Java and Mocha Coffee. The coffee-brown

color of the background even runs into the Arab's cloak in true, up-to-the-minute illusion style. But imagine how rememberable this artistic Arab's head would be for the person who wanted to buy more and who had forgotten "Arbuckle's" and "Java and Mocha"!

The label is of interest, too, because it exemplifies the present tendency toward simplicity in labels. All of one-half of the area is a flat brown coffee-color tone.

It is interesting to consider the relatively new Ryzon Baking Powder label. This has been generally conceded to be one of the most successful labels recently adopted, especially true in view of the fact that it represents but three printings: blue, sizing and gold. It makes a splendid display on the grocer's shelves. It gives the distinct impression of quality and worth to the eye. And our friends the psychologists would tell us that the eye, in turn, passes along that same favorable impression to the stomach, whose anticipation of excellence goes far toward the actual experience and enjoyment of it when the test comes. Simplicity and dignity are the central notes.

And yet, if one forgot the name "Ryzon," it would be next to impossible to describe this article. Blue backgrounds are not uncommon in labels, except that this one is judiciously left more blank than most. And to say that there is a white band around it near the top and an irregular shape in front around the name is about all that would be expected of the woman with a "forgettery."

### Decides Ownership of "Bear" Trade-Mark

**A**N interesting three-cornered trade-mark controversy has just been decided in decisions handed down by the Court of Appeals at Washington, D. C. The Great Bear Springs Company and the Fulton Water Works Company were arrayed against the Bear Lithia Springs Company in these cases, which have been be-

fore the trade-mark tribunals of the Patent Office for several years.

The Patent Office, on application of the Bear Lithia Springs Company, had cancelled the trademark registration of the Great Bear Springs Company, and the latter came back with a denial of the similarity of the conflicting marks and the identity of the goods. Furthermore, it alleged that the trade-mark of the Bear Lithia Springs Company was invalid because, as asserted, it indicates quality and not origin and is a geographical term as well as a personal name.

The court held "It would be unreasonable to hold that appellee [Bear Lithia] had the right to register the trade-mark and then say it could not have cancelled the wrongful registration given to the appellant [Great Bear] for the same mark. It having been adjudged that the right to register the mark belonged to the appellee the latter is entitled, as an inevitable consequence, to have applicant's registration cancelled."

In taking the same views of the dispute between the Fulton Water Works Company and the Bear Lithia Springs Company, the Court significantly interpreted the U. S. trade-mark law as follows: "The trade-mark statute simply arms the registrant with the presumption of ownership—relieves him of the burden of proof on that point. Registration is essentially different from a patent which creates a monopoly in the patentee that would not have any existence without it."

In both cases the reviewing court upholds the attitude that had been taken by the higher officials at the U. S. Patent Office in disposing of the appeals which preceded final recourse to the Court.

### Cusack in the Division of Ad- vertising

Thos. Cusack was last week appointed a member of the Division of Advertising of the Committee on Public Information. Mr. Cusack is the head of the Thos. Cusack Company, outdoor advertising.

# How Will You Safeguard Your Business Against the Demands of War?

If the present stress on the nation's resources has forced or may force the government to take over your plant or your output, what will you do about it?

Will you rub your hands in content that you are guaranteed full demand at a profit while the war lasts?

Where will your profits be when this condition changes? When your usual customers have learned to use other goods? Or have become accustomed to some substitute?

Or will you *insure* the future of your business with a reasonable investment in advertising to retain the good-will of your trade—continue to remind them of the value and quality of your product—assure them of your desire to serve them again when this present condition passes?

The oversold or conscripted business is in a dangerous position.

It needs advertising now to an extent that it may never have needed it before.

## McGraw-Hill Publications

*Serve a Buying Power Aggregating Billions of Dollars Annually*

*Power  
Electrical World*

*Coal Age  
American Machinist*

*The Contractor  
Engineering News-Record*

*Electric Railway Journal*

*Electrical Merchandising*

*Engineering and Mining Journal*

*Metallurgical and Chemical Engineering*

*Members of Audit Bureau of Circulations*

# "Higher Mileage — how can I get it?"

The 6- to 600-car experience of operators of business automobiles points a way

**LOOK** at a few average cars. I see my car. Not infrequently you find a different make of tire on each of the four cars!

Why is that? The motorist says he is "looking for higher-mileage tires."

But he can't keep record of a single tire, or more, no conclusion can be drawn.

That is why the Sterling Tire Corporation has spent most of its sales efforts on operators of business automobiles and delivery trucks. Users of this kind keep accurate records of tire-use per mile.

#### Why They Come Back

While we do business with all kinds of tire buyers, we like best to sell to traffic managers who are responsible for the use of tires on several or several hundred cars.

Such men know the folly of one-car tire-use. Any tires they buy will be used on all their cars. They card-index every tire they buy, and keep the other eye on the operating costs.

72% of all Sterling Tires sold year went to people who had bought Sterling Tires before.

#### STERLING TIRE CORPORATION

(Division of the  
Rutherford, New Jersey

#### TO DEALERS:

There is no one man in every division who will agree with the above statement. There is no one man in every division who will not be buying from you by you, during quality prove trial.

We invite you to call on us.

Business, service, or the status in which we measure business, are our primary

to work to produce the maximum performance of Sterling Tires and Tires.

We would like to receive your comments on the above statement. We will be pleased to hear them. Please address the home office.

**Sterling Tires**



The Virginia Star Tire is a new tire made especially for business cars. It is a low-cost tire, yet it gives the same wear and mileage as the standard tire, and it costs less through its guaranteed mileage records.

We own and operate direct factory sales branches on the following cities:

ALBANY, N.Y. • ATLANTA, Ga.  
BALTIMORE, Md. • BIRMINGHAM, Ala.  
CINCINNATI, Ohio • CLEVELAND, Ohio  
DETROIT, Mich. • DALLAS, Tex.  
FORT WORTH, Tex. • JACKSONVILLE,  
Fla. • KANSAS CITY, Mo. • LITTLE ROCK,  
Ark. • LOS ANGELES, Calif. • MEMPHIS,  
Tenn. • NEW ORLEANS, La. • NEW YORK,  
N.Y. • NEWARK, N.J. • OAKLAND, Calif.  
PITTSBURGH, Pa. • PORTLAND, Ore.  
READING, Pa. • RICHMOND, Va. • RIVERDALE,  
Md. • RUTHERFORD, N.J. • SAN FRANCISCO,  
Calif. • ST. LOUIS, Mo. • TAMPA, Fla.  
WASHINGTON, D.C. • WILMINGTON,  
Del. • WILKES-BARRE, Pa. • WILMINGTON,  
N.C.

Sterling Tire Corporation  
General Offices

I would like to receive your  
catalogue. Please send it.

My name is \_\_\_\_\_

Address \_\_\_\_\_

*As advertised by the  
STERLING TIRE CORPORATION, Rutherford, N. J.  
and BLACKMAN-ROSS COMPANY, New York*

## "Bring Mr.....'s Car!"

As a NATIONAL institution, spring house-cleaning is giving way to the spring overhauling of the family automobile.

When they look over *yours*, maybe you will need a new tire or two. If so, here is one of the best suggestions we could offer:

Sterling Tires. Although Sterling Tire Corporation is a newcomer among national advertisers, their tires have enjoyed steadily growing sales during the past 10 years.

The strongest endorsement of this tire lies in the fact that even with a largely increased business during 1917, over 74% of all Sterling Tires were sold last year to previous purchasers. To the experienced tire buyer that is most striking proof we could offer of their lower cost per mile.

The Blackman-Ross Company is happy indeed to be invited to work with a tire manufacturer who starts national advertising with such a fine background.

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### BLACKMAN-ROSS COMPANY

*Advertising*

95 Madison Avenue

New York

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On April 11th  
"Enter Smirnoff,  
the Russian"

# Hun Battlefield? No— Making way for Baltimore's New Civic Center



*View between St. Paul and Courtland Sts., showing buildings being razed for the St. Paul St. Improvement*

CHARACTERISTIC of Baltimore is the progressive spirit that demolishes ten city blocks and spends approximately \$5,000,000 to bring beauty and breathing space to the heart of the city. Plans perfected by Thomas Hastings, eminent New York architect, and now being carried into effect, mean tremendous strides in making Baltimore the most beautiful city in America.

Baltimore has a reputation for doing things in a big way that she has earned through a long list of accomplished results. Big civic enterprises, big government and private enterprises, big advertising enterprises make good in Baltimore because of the big, prosperous, whole-hearted, enthusiastic spirit of Baltimore itself.

Baltimore's most-read newspaper—The NEWS—continues to have the largest strictly local circulation of any Baltimore paper, with a rapidly growing sale of its out-of-town edition in the nearby counties and towns of Maryland in the morning. A commodity appealing to progressive people—whether it's tooth brushes or top boots—can be put across in Baltimore on a one-paper, minimum expenditure basis when that paper is The NEWS.

*For More Baltimore Business Concentrate In*

## The Baltimore News

Average Circulation, March 1 to 17, incl; 108,634 net daily;  
115,701 net Sunday

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Dan A. Webb*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# How Will Daylight Saving Affect Advertising?

The Readjustment of Living Scheduled to Begin the Last Sunday of March May Develop Needs for Many Things

*Special Washington Correspondence*

THERE is a prospect that the operation of the "one more hour of daylight" schedule from March 31 to November 1 will reorder to some extent the lives of a considerable portion of our population. It may be a far cry to predict that there is going to be a better market for prepared breakfast foods because housewives will have less leeway in making ready the morning meal, but there seems to be no question that the free hour at the end of the day will stimulate interest in athletics and outdoor life, with a resulting effect on the demand for sporting goods and outing garments.

Every advocate before Congress of the scheme for tampering with the clock to make "summer time," asserted that the rearrangement of the hours of employment would prove a tremendous incentive to the home gardening movement. The theory is that with an extra hour of daylight in his leisure period at the close of the day, the average citizen will take up more energetically vegetable gardening and kindred pursuits. It has even been urged that commuters who, under the old conditions, arrived home too late in the evening to make any headway in gardening, will be moved to renewed effort under the more favorable conditions. If this proves correct, daylight saving must mean an increased demand for all manner of garden tools, implements and supplies, seeds, fertilizer, etc., etc.

The above possibilities are indicative of the class of prospective advertising angles that have been sketched for the Washington correspondent of PRINTERS' INK by some of the business men who have at one time or another visited the capital to further the measure that is now safely on the statute books. Incidentally, it may be

noted that not a few men well known in advertising circles have given active support to the project. For instance, President Sidney Colgate of Colgate & Company, after trying out daylight saving for two years in his own plant in New Jersey, is so enthusiastic over the results that he made a special trip to Washington to relate to Congressmen the experiences of his firm.

## A NATIONAL ADVERTISER WHO HAS TRIED THE PLAN

There may be hints for other national advertisers in some of the observations of President Colgate in this connection. Relating how 94 per cent of his 5,000 factory employees had voted to continue the daylight-saving plan later into the year than had been planned, Mr. Colgate added that the effect of the plan was as beneficial in the case of office employees as with factory workers. "It has worked nicely in our office," is his verdict. "We see the difference in the morale of the office; we see the difference in the work which we get out of the clerks. I have talked with them and they said that the work seemed to go better in summer than in winter. Certainly the work has speeded up and is very much better in summer time than in winter. Also the hours which they work are better. You know that the last hour of a hot summer afternoon drags with all of us, no matter what we are doing."

If the new plan works out in every environment as it has in the Colgate plant, daylight saving may be a bit hard on the summer resorts in its furtherance of summer diversions and relaxations at home. Mr. Colgate delights to tell of his conversation with one of his employees to whom he remarked at the end of last season: "Jim, you do not seem to have

taken a vacation this summer. I have noticed that you have not been away from the office at all." The reply was: "Mr. Colgate, I feel that I have had a vacation all summer long and I have never been in such good condition. That last hour I get off in daylight is worth everything to me."

#### STORES MAY CLOSE EARLIER

Whatever the extent to which national advertisers are enabled to capitalize daylight saving for advertising purposes, there can be no question, if we credit the predictions made in official quarters in Washington, that the new plan will have its effect upon retail distribution. The mere circumstance that merchants in various cities have found it effective to advertise a "Daylight Store" gives an intimation of what may be expected. Furthermore, it is predicted that the daylight saving plan will add considerable weight to the influences already at work to bring about the closing of the retail stores, even the small shops, in the evening. A number of the most progressive retailers in the country—leaders such as A. Lincoln Filene, general manager of William Filene Sons' Company of Boston—have been most active in support of the new plan.

Following the introduction of "summer time" in Great Britain a couple of years ago, the charge was made that various retailers, or shopkeepers as they are known in England, were taking advantage of the innovation to keep their shops open an hour longer than formerly. The charge was deemed serious enough to warrant investigation by a committee appointed by the Secretary of State for the Home Department. This committee found that there had not been an extension of hours in more than five per cent of the retail establishments in the United Kingdom, and where the extension of the daily business period had been made as a result of the earlier opening in the morning, it was almost exclusively among the small stores.

Some persons with imagination

go so far as to predict that the daylight-saving plan will make its impression upon the apparel purchases of the American people, aside from whatever increase of demand is noted for sport clothes for the athletically inclined, and overalls, rubber boots, etc., for amateur gardeners. The "new" cool hour in the morning may develop a call for light sweaters or similar outer garments.

The commercial interests that, if any, will suffer from daylight saving are those engaged in supplying illuminants and the dependent industries as, for example, the firms that produce electric portable gas and oil lamps. In so far as public service corporations are concerned, a lessening of the load at this time is welcome rather than otherwise and, at best, summer is not likely to prove a harvest time for makers of gas and electric fixtures. Set over against the possible loss of business in this quarter is a likely speeding up of demand for porch and lawn furniture, for passenger automobiles and, in short, for every comfort-giving utility the use of which is encouraged by an arrangement which affords greater leisure to the mass of consumers. It is even within the bounds of possibility that the manufacturers of hand cameras and photographic film will be among the advertising interests that can get reaction from the "more daylight" plan and that the additional sunlight that is expected to cheat opticians by lessening eye strain will in turn create a greater demand for cosmetics and toilet preparations.

#### LONGER TIME TO READ EVENINGS

From the standpoint of advertisers, not the least of the considerations advanced in connection with the daylight-saving plan is that it will be conducive to more extensive reading in summer of periodical literature, etc. It is, of course, a notorious fact that the average citizen is loath to sit indoors, under the glare of a lamp on a summer evening for the purpose of reading the most alluring literature. The argument runs that

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with an additional hour of daylight before the evening meal—or, more to the point, with an extra hour of natural illumination after the evening meal—there will be a marked increase in the reading of current literature, as compared with the records of previous summers.

### Marshall Field Delivers Catalogues By Automobile

MARSHALL FIELD & COMPANY  
CHICAGO, March 18, 1918.

*Editor of PRINTERS' INK:*

I am mailing to you a remarkable piece of advertising—at least those who have seen it pronounce it such.

It is an exposition of the merchandising policies and principles of The Store for Men of Marshall Field & Company. Its purpose is to create a further confidence in Marshall Field & Company on the part of the men of Chicago.

This book is being delivered by our regular delivery motors to the homes of 100,000 men in Chicago.

My original idea was based upon a desire to do something that had never been done before—something that would be so different from the ordinary 5x8 Fashion Book that a real impression

would be registered upon the minds of those looking at it. This "something" must express the character of the institution.

That idea, I believe, has been interpreted correctly and forcefully in this book. Our plans call for a newspaper campaign covering ten days to back up the book.

That we are *investing* over \$25,000 in this idea at this time answers whatever question there may be in anybody's mind as to whether Marshall Field & Company believe in advertising during the war.

R. A. BROWN,  
Advertising Manager.

### Joins Hanff-Metzger, Inc.

B. G. Wands, who has been with Street & Finney, New York, for the past year, has joined Hanff-Metzger, Inc., of the same city. He was formerly on the advertising staff of the New York Times.

### "House & Garden's" Advertising Manager

Warren Kelly has been appointed advertising manager of *House & Garden*, New York. For seven years he has been identified with the *Vogue* organization.

# The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine  
and Street Car Advertising

Publicity and Merchandising Counsel

## "Djer-Kiss" Refuses to Be Submarined

Though the Alfred H. Smith Co., the Advertiser, Imports the Goods from France, It Surmounts Difficulties and Advertises the More

By Frank Leroy Blanchard

**M**ANUFACTURERS whose plants are located on this side of the Atlantic think they have had a pretty hard time trying to turn out their products since the war began because of the shortage in raw materials, the scarcity of fuel, labor, and restricted transportation facilities.

But their hardships seem almost trivial when compared to those of concerns whose plants are located in the war countries and whose shipments of raw materials and output must run the risk of being sent to the bottom of the sea by German submarines. Nothing but indomitable courage and persistence could cause them to face and overcome the obstacles they have encountered.

How one of these manufacturers not only kept his plant running within sound of screaming shells, but increased the volume of sales through well-planned advertising campaigns, is told herewith.

The Alfred H. Smith Company, of New York, is an old, well-established house, which for a long time confined its attention to the importation and sale of brushes, but in later years has become prominently identified with the perfume and talc business, its "Djer-Kiss" products having wide distribution. The head of the house is Rowland H. Smith, a son of the founder, who, although still in the thirties, has greatly increased its prestige since he became director of its fortunes a few years ago.

When France was forced to take up arms against the German invaders in 1914, and Paris became the object of the enemy's first great drive, all manufacturing industries located near the French capital, including that of Kerkoff, which produces the perfumes and other toilet requisites

sold by the Alfred H. Smith Company, were drawn upon for men for the army. Although seriously crippled, many factories continued to be operated in a limited way. In describing the situation Mr. Kerkoff said:

"Then came the Battle of the Marne. We could hear the rumbling and muttering of the cannon, terrible in the distance. Precautionary earthworks were thrown up at our very door. Refugees poured in,—in twos and threes, in families and with little ones;—they came dazed and forlorn.

"It was no longer the moment for accustomed tasks. Every hand was needed to help these unhappy ones. And for the first time we closed our parfumerie.

"But when six weeks had passed the thunder of the cannon everlasting had died away. One could hear it then only, faint and very distant, when the wind blew gently from the East. A place for each refugee had been found. Everything had been arranged. And again there was need of occupation.

"Then did we begin once more to make Djer-Kiss. And since those days in 1914—of the Battle of the Marne—we have never stopped. Our parfumerie has never been closed."

### SOME OF THE MANUFACTURING DIFFICULTIES

The first great difficulty that had to be overcome was the shortage of bottles. All of the French glass factories were either closed or were working so short-handed that only an extremely limited quantity of bottles was produced. When the supply on hand at the Kerkoff plant had been used and no more from any European source could be obtained, it looked

(Continued on page 33)



*Left to right—Wilt Irwin, W. G. Shepherd, James H. Hare, F. J. Splitstone*

"Jimmy," some friends, and some photographic equipment

**"Jimmy" Hare, the greatest of war photographers, and chief of Leslie's staff, is again in the war zone.**

Unusual photographic privileges have been accorded him for his fourth year's work in the great war. He will cover, with special military assistance and protection, one of the most active fighting regions.

We have reason to believe that, great as were his achievements in the Russo-Japanese, Spanish-American and Balkan Wars, in the Mexican Revolutions, and earlier in this war, those achievements will be exceeded in the next few weeks.

*Current editions, 525,000—and growing.*

# Leslie's

*Illustrated Weekly Newspaper*  
Established in 1855

LUTHER D. FERNALD, ADVERTISING MANAGER  
New York—Boston—Chicago—Seattle

# The Eyes Have It

Please, therefore, lend us your eyes for a moment.

"Service" in the mealy mouths of many has turned out to be almost as glib a catch-all as "efficiency" until both have come to smack of the "Holier Than Thou" school of philosophy.

The point we want to make is that as no two advertisers ever face identically the same conditions or problems, there is generally an opportunity for a real advertising organization to aid or suggest in some constructive sort of way. Suppose we illustrate, *a la N. B. C.*

No Better Copy has ever appeared, year in and year out, in all media—posters, street cars, painted walls and bulletins, theatre programs, magazines, newspapers, trade papers and follow-up—than that of National Biscuit Company, famous bakers of Uneeda Biscuit and hundreds of other varieties of "No Better Crackers."

The Poster Advertising of the National Biscuit Company is handled by the Nordhem Organization, in which fact we take much pride. The National Biscuit Company and the creative advertising genius

behind its publicity, A. C. Mace, need no help from us in planning their campaigns, although our organization is at their disposal, just as it is at the disposal of many clients who *do* need it and who *do* avail themselves of it constantly.

The National Biscuit Company seems well satisfied with our service. It is not easily satisfied either because it has long since been a blazer of the trail. For that matter, our clients seem to have the habit of "particularness." We welcome it and the peculiar opportunities it offers for making good.

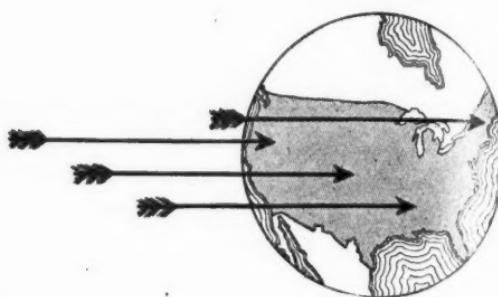
Would you like to know just where and how our poster advertising assistance is different? Our clients are our best advertisements because year after year we are producing for them satisfactorily, superbly. Shall we give you other names than N.B.C.? It will be a pleasure. Our telephone number is Vanderbilt 1574. Our address,

## IVAN · B · NORDHEM CO.

*Poster Advertising in the  
United States and Canada*

*8 West 40th Street - New York City*

OFFICES	Pittsburgh Cleveland	Chicago Buffalo	Minneapolis Kansas City
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A CERTAIN large national advertiser found that several spots in the country seemed to defy adequate distribution of his product. He could not tell why. Nor discover how to get the distribution.

He appealed to Street & Finney. They studied the problem carefully. They found that Pay-as-you-enter Advertising would apply.

The system was adopted, with the result that the advertising not only paid-as-it-entered, but, in addition, *secured the desired distribution*—and on a permanent basis.

# Street & Finney (Established 1902) Pay-as-you-enter Advertising

171 MADISON AVE., NEW YORK

for a time as though the end of the business had been reached. When Mr. Smith was informed of the situation he forwarded with as little delay as possible a shipment of bottles from the United States. The bottles cost much more here than abroad and the freight rate was far in excess of what it is in normal times. Moreover, considerable trouble was encountered in securing transportation for the consignment owing to the congestion of freight and the limited number of ships. Because of the activity of the U-boats there was always some uncertainty as to whether a shipment would ever reach its destination. One consignment of bottles was lost in this way.

The second problem the company had to solve was to secure a sufficient quantity of talc. The best quality comes from Italy, which is the chief source of supply. When the French soldiers went to aid that country in its efforts to beat back the Huns, they had to use the railroads for the transportation of troops and war materials. The pressure upon the lines was so great that scarcely any general freight could be forwarded. The restrictive orders that were issued prevented the railroads from carrying all luxuries, and limited necessities to small quantities. Italy regards talc as a necessity, not a luxury, and derives a large revenue from its production. When it was found that talc could no longer be shipped out of Italy because of the freight embargo, Kerkoff appealed to Mr. Smith, who secured a few samples, but analysis showed them to be inferior to the Italian

product and therefore they could not be employed in the manufacture of Djer-Kiss talc. What should be done? Mr. Smith was still seeking for a solution of the problem when word came from Italy that the freight embargo had been lifted, and it was once more possible to forward shipments of talc to France, after securing a license from the Government.

The third problem to be taken



*Une grande fantaisie—une nuptiale fleur,  
plus forte que l'air—à Paris je vous  
envoie mon incomparable Talc Djer-Kiss.  
—Kerkoff, Paris.*

*Translation: A gesture of affection—a whisper of  
flower fragrance from Paris to you—I send  
you my incomparable Djer-Kiss Talc.*

ONE touch of Djer-Kiss Talc makes the whole world—  
Parisian. Made in France it suggests at once an *air  
français*. ¶ Till you have used Djer-Kiss Talc, you  
have not yet known how soft—how soothing—how  
distinctive Talcum powder may be. ¶ Let Djer-Kiss  
Talc itself whisper this to you—"At the nearest good  
shop, big or little, you will find me."

ALFRED H. SMITH CO., Sole Importers, NEW YORK CITY

**Djer-Kiss Talc**  
*Made in France only*

TOILET WATER  
SOAP  
VÉGÉTALE

THIS KIND OF COPY, IT IS THOUGHT, PECULIARLY FITS  
"DJER-KISS"

in hand was to secure an adequate supply of rice starch, the basis of face powder. Soon after the war started, the rice starch market went to pieces. The countries producing the finest quality are France, Belgium, Spain and Great Britain. Rice is raised in large quantities in many lands, but its conversion into rice starch has been most successfully accomplished by those mentioned. American manufacturers, according to

Mr. Smith, do not seem to be able to grind it fine enough for the highest grade of face powders. Failing to secure an adequate quantity of rice starch in the foreign markets Kerkoff once more sought Mr. Smith's aid. The latter found in the hands of importers a considerable amount, and although he had to pay as high as \$32 a pound, he bought all he could and shipped it to the Paris factory. Fortunately, the U-boats didn't get the ship that carried it, and it reached its destination without mishap.

#### PERIL OF THEFT GREATER THAN U-BOATS

As we have already seen, transportation restrictions and dangers had to be faced in assembling the raw materials in Paris whether by land or sea. But when the manufacturing problems had all been solved, there still remained the problem of shipping the factory and laboratory output to America. The principal trouble lay in forwarding the goods to the port and getting them on board ship. The railroad lines leading to this city are being used by the American forces to forward troops, munitions and food to the several concentration camps and supply depots. It is only when there is a lull in the flow that general freight can be transported, and then only in limited quantities. When goods arrive at the city, which is a great wine port of France, they are dumped upon the already overcrowded platforms where they remain uncovered and unprotected until a steamship arrives. Owing to the fact that all the available Frenchmen are now serving in the army, the porters and longshoremen employed are of the lowest class of foreigners of all nations. They are described as "the scum of the earth." As the freight platforms are not illuminated at night, and are not guarded by soldiers or police, thefts of goods are frequent. Boxes are broken open under cover of darkness, and their contents rifled. Then, too, the night before a steamship sails the steer-

age passengers are allowed to wander about the wharves at will. No wonder exporters complain of their losses from thieves!

When the goods have been placed on board the French vessels, the Alfred H. Smith Co. has little fear of their arrival in New York. The steamships are not overcrowded with freight, and thus far not a shipment has been lost through the work of German submarines.

#### SALESMEN KEPT ON ROAD, BUT NO GOODS TO SELL

Now as to the effect of the war upon the Djer-Kiss business in this country. When the war at first cut off the supply of goods from France and the stock on hand was exhausted, the company's salesmen told Mr. Smith that it was useless for them to travel about the country spending money for railroad fares and hotel accommodations when they had nothing to sell. Mr. Smith replied in substance as follows:

"I want you men to continue your work on the road just as if nothing had happened. You have no goods to sell, but I want you to keep in constant touch with your dealers and let them know that we are still in business, and that as soon as a shipment arrives we will be in a position to fill the orders we have already received. The fact that you still call upon them will serve to keep you and our products ever in mind. Moreover, if you talk to them in a cheerful manner and show that you have unbounded faith in the ability of the Allies to win the war through the aid our troops will furnish them in the field, you will give them courage to surmount their own difficulties. If you follow this course, when normal conditions are restored, we will not be obliged to spend a lot of time in convincing our customers that we are still doing business. Don't worry about spending money—we are in a position to supply whatever amount you may need to keep you going."

The salesmen at once recognized the strength of the argu-

ment and caught some of Mr. Smith's optimism. They resumed their travels on the road and from time to time reported that the dealers showed a high appreciation of the spirit shown by the house in sending them out.

When shipments of goods from France were again resumed the trade quickly responded. There was no delay. This was due in part to the policy of keeping the salesmen at work on the firing line, but largely to the campaign of advertising which had been constantly carried on in the meantime.

#### ADVERTISING INCREASED WHEN WAR CAME

When the question of advertising came up soon after the war started in 1914, the company decided that the best thing to do was to go ahead just as if there was no war. Up to that time the advertising done had been of a desultory character. With a firm faith in the goods he sold and a strong belief in the responsiveness of the American people, Mr. Smith increased the advertising appropriation and started an aggressive campaign for business. The results that followed were of such a gratifying character that when the United States lined up with the Allies in April, 1917, he still further increased the advertising investment.

The present campaign, which started last fall and is being handled by the Blackman-Ross Company, is the largest and most important in the company's history. Every advertisement printed carries the line "Made in France." Had this fact not been driven home so frequently, the company might have been tempted, in view of the conditions existing in Paris, to follow the example of some other importers, similarly situated, and manufacture its products in this country. However, such an idea was never entertained for a moment. One of the company's chief arguments in behalf of its goods has been that they were imported from Paris. To many women this fact is spe-

cially appealing. To abandon it or deceive the public was not to be thought of.

Djer-Kiss advertisements are conspicuous for their strikingly original and highly artistic illustrations. The originals are drawn or painted by well-known artists and cost as high as \$1,000 each, and, with few exceptions, are printed in colors. They dominate the advertising pages of any publication in which they appear. In one of the newspaper ads the picture, which occupies more than half of a full page, shows a Spanish galleon, with sails set, sweeping across the sea, while, in the foreground, stands a pretty young woman holding strings of pearls in her hands, and at her feet repose other graceful models. Below is a message from Kerkoff printed in French which, translated into English, reads thus:

"In spite of the hazards of the sea, to you, dear American ladies, though not in galleons of gold, I am sending my Djer-Kiss. Faithful, indeed, are the workers here in Paris who labor to produce for France."

Every advertisement carries a message written in French. This serves to give a distinctive touch to the copy appeal. The style of the copy is also of the allegedly French type. This is a sample: "Subtly smart, an exquisite perfume—Djer-Kiss. A shy caress on the cheek of Madame, or Mademoiselle—Djer-Kiss Face Powder. Voila le talc supreme—Djer-Kiss Talc. A fragrance engagingly parisien — Djer-Kiss Sachet. A delight *delicet*—Djer-Kiss Toilet Water. All express the charm of France—the skill incomparable of Kerkoff—master *parfumer de France*."

The magazines used are those extensively read by women. Theatre programmes in all the large cities have been found valuable by the company, not so much in making direct sales as in suggestion and in conveying the idea of the high-class character of its products. No buyer of toilet requisites can fail to see the artistic and appealing advertisement

printed in colors which is always found on the second cover page.

For an entire year Djer-Kiss products were advertised by a strikingly beautiful sign in Longacre Square, the centre of night life in New York. It made such an impression upon the public mind that although it has not been seen on the roof tops of Broadway for a year, many persons have the impression that it is still flashing its message across the sky at night. While the coal restricting order was in force, Mr. Smith was repeatedly asked how it had affected the efficiency of the sign.

A question which naturally suggests itself in connection with the toilet requisite business is as to the effect the war has had upon sales. Speaking upon this subject Mr. Smith says:

"As far as our own line is concerned the demand has not fallen off. It has increased. The bulk of our sales are made to the prosperous middle class of women, especially to those engaged in business—stenographers, private secretaries, milliners, saleswomen, and others earning good wages. These, in spite of the war, and the high prices that prevail, want the best perfumes, face powders and other toilet accessories that they can buy. They may stint themselves in other expenditures, but when it comes to the purchase of these articles they will go the limit. The market in the cities where munitions works are located has been greatly stimulated. Women who formerly bought only cheap perfumes and powders now want the best. Since the prices of farm products went up to the present high figures the farmers' wives and daughters have developed a desire to possess high-grade toilet articles that they have seen advertised in the magazines and have read about in the papers. Our own business has never been larger."

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The Thos. M. Bowers Advertising Agency, Chicago, has secured the account of the Smith Motor Truck Corporation, Chicago, manufacturer of the Smith Form-a-Truck.

## Give Chicago Credit for "The Duplex Plan"

W.M. H. RANKIN COMPANY  
FORMERLY MAHIN ADVERTISING CO.

CHICAGO, March 23, 1918.

*Editor of PRINTERS' INK:*  
Reading PRINTERS' INK from cover to cover as I always do—I read on page 126 of the March 21 issue the article about the "New Duplex" advertising idea for the Third Liberty Loan. This article describes precisely the original "Chicago Plan" of advertising, which we invented, but did not take out a patent, or copyright.

The letter which we sent out soliciting full-page advertisements to help secure 150,000 members to the Red Cross specifically stated "unless the advertiser believed the page advertisement would be a good advertisement for his house we did not want him to use or donate a page." We were required to do this by the Red Cross as it then looked like the page advertisements would interfere with cash donations to the Red Cross. Forty-two advertisers used full pages on this "Chicago Duplex" basis and as a result we secured 425,000 members.

The first page was taken by Thos. E. Wilson, of Wilson & Co., May 3, 1917, and Mr. Wilson states: "Frankly this page in the Chicago Tribune was worth \$10,000 to Wilson & Co." The La Salle Hotel, The Crackerjack Co., Maurice L. Rothschild, Alfred Decker & Cohn, American Radiator Co., Erwin & Wasey, The Rankin Co., The First National Bank, Wells & Co., Montgomery Ward & Co., and many others bought pages on the basis that the page would be worth more to them on a business basis when their name and products were advertised in connection with the Red Cross, than if all the space was devoted to selling their product. Out of this "Chicago Plan," the advertising clubs and the newspapers have sold over five million dollars' worth of space from the Atlantic to the Pacific and we have had the privilege of supplying more than 3,000 full-page advertisements to newspapers to advertise the Red Cross, the First and Second Liberty Loan, the Knights of Columbus, War Savings Stamps and Smileage."

Nothing succeeds like good advertising ideas, and I am really glad New York is now using this plan which has worked out so successfully first in the Chicago Red Cross Campaign.

I will call your Chicago representative and have him verify these statements and wire you Monday, as I want you to publish this letter in your March 28 issue of PRINTERS' INK—knowing as I do that you wish credit to be given where credit is due.

WILLIAM H. RANKIN.

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Francis K. Thompson, who has been with the Hanser Agency, of Newark, N. J., has become associated with the Theodore S. Fetterling Advertising Agency, also of Newark.

## *Inspiring the Mothers of America*

To the Editor of McClure's:

I THINK your idea a splendid one. We all need I waking up. My eldest boy enlisted last April, while a freshman at Dartmouth, in the Coast Patrol and afterwards signed up for the Navy with my consent. Yet, I have been hoping that the war would be over and that my boy would not be sent overseas. I've been willing to let the English, French and Canadian boys protect me and mine. After reading "Triumph", by W. B. Trites, I just felt glad I had a boy who was willing to fight. McClure's is bound to help, not only the boys, but the folks who must stay at home.

GRACE E. CRUICKSHANK  
Detroit, Michigan



"America needs a magazine like this."—A. W. ERICKSON

## Largest Smokeless Powder Plant in the Whole World

ONE morning not long ago the city of Nashville, Tenn., was startled with the announcement that the United States Government had secured options on more than 5,000 acres of land just north of the city, on the Cumberland river, at a place known as Hadley's Bend.

Everybody was at once eager for the facts. Newspaper offices and government officials were besieged. Wires were kept busy until—

Finally the good news was announced. The Government was going to erect the largest smokeless powder plant in the world at Nashville.

Work was to begin immediately. Twenty-five thousand men were to be employed in erecting the huge institution. Twenty thousand men were to be kept busy making powder after the plant had been built.

Today, less than sixty days afterwards, thousands of men are already at work. Eleven miles of railroad and trestle are under way and will be finished in a few weeks. New workers are coming to Nashville by the hundreds every day.

### ALABAMA

Birmingham Age-Herald  
Birmingham News  
Gadsden Journal  
Mobile Register  
Montgomery Advertiser  
Montgomery Journal

### ARKANSAS

Little Rock Democrat

### FLORIDA

Jacksonville Times-Union  
Miami Herald  
Miami Metropolis  
St. Augustine Record  
St. Petersburg Independent  
Tampa Times

### GEORGIA

Albany Herald  
Atlanta Constitution  
Atlanta Georgian and  
Sunday American  
Atlanta Journal  
Augusta Herald  
Macon Telegraph  
Savannah Morning News

### KENTUCKY

Lexington Herald  
Louisville Courier-Journal and  
Louisville Times

### LOUISIANA

New Orleans Item

So far the War Department has appropriated Sixty Million Dollars for construction purposes alone.

The plant will be making smokeless powder by July 1st and operating full tilt by September 1st.

This is just one of the many immense industries the war has brought to the South. Add to this the twenty-one great army camps and cantonments; ship-builders in nearly every Southern port working in three shifts; unprecedented crops last year; 35c cotton; and you can better understand the immense buying power of this section at present.

As a matter of fact, the Southerner has a spot cash buying capacity he has not had in generations. And if there ever was a propitious time to offer him "the good things of this world" in a material sense, that time is surely NOW!

National advertisers can expect most gratifying calls for their goods by advertising them in Southern newspapers. These periodicals reach the Southern people most economically and without waste of circulation.

For further information as to rate, circulation areas, or any other facts as to Southern conditions, address any of the representative newspapers of the South, all of which are members of the Southern Newspaper Publishers' Association.

#### **NORTH CAROLINA**

Asheville Citizen  
Asheville Times  
Charlotte News  
Greensboro News  
Raleigh Times  
Rocky Mount Telegram  
Wilmington Dispatch  
Wilmington Star  
Winston-Salem Journal

#### **SOUTH CAROLINA**

Anderson Daily Mail  
Columbia State  
Greenville News  
Spartanburg Herald  
Spartanburg Journal

#### **TENNESSEE**

Chattanooga News  
Chattanooga Times  
Knoxville Journal and Tribune  
Knoxville Sentinel  
Nashville Banner  
Nashville Tennessean and American

#### **TEXAS**

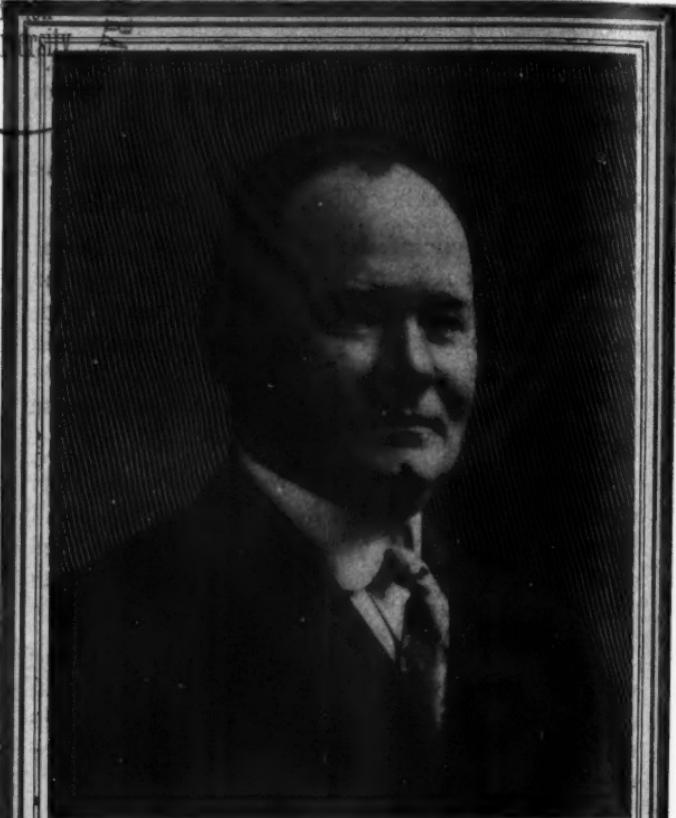
Beaumont Enterprise  
Beaumont Journal  
Ft. Worth Star-Telegram  
Galveston News

#### **VIRGINIA**

Lynchburg News

COLLEGE OF BUSINESS ADMINISTRATION  
40

PRINTERS' INK



## BUILDERS *of* AMERICAN BUSINESS

J. E. CHILBERG, PRESIDENT OF THE  
SCANDINAVIAN AMERICAN BANK

"As a reader of SYSTEM since almost the beginning of publication I have found its interchange of business ideas of substantial benefit. SYSTEM should be read by every business man."

*J. E. Chilberg*

NUMBER CXXIII in the series of portraits of readers of SYSTEM

# Took the "Free" Out of "Free Trial" and Profited

Cash with Order to Be Refunded Later on Request—Why This Worked

By L. L. Newton

Secretary of the Luther Grinder Manufacturing Company, Milwaukee

[EDITORIAL NOTE: This article can be read with a special interest at this time, when the railroads are clogged with shipments. As pointed out in an editorial in last week's PRINTERS' INK, the unlimited use, as a sales promotion plan, of the free trial is not in tune with the times. If there are any concerns which maintain that a free trial is absolutely essential, let them study this article.]

In selling almost any specialty by mail these days, the free trial is usually considered a necessary part of the selling offer. But if you can induce a prospect, in sending you an order for your product, which you have agreed to let him have on thirty days' free trial, to accompany it with cash, the chances of his returning it are reduced one-half. Ordering something that does not have to be paid for until a future time is one of our very common weaknesses; the book-agent recognizes this trait in human nature as one of his biggest assets.

When the period is past that you have allowed your customer, almost any of them may find money just a little tighter than they had expected it would be. The article is all right—it's the paying for it that is bothering them. Still, they must either send the money or return the article; and very frequently it is the article which they send back, on a trumped-up excuse that does not at all represent the facts.

In a sales campaign in which about 75,000 articles were sold by mail, principally to farmers, we learned that approximately half the returns from those who had not paid for the goods were due to this natural hesitation to part with the coin of the realm. At least, the returns from such amounted to approximately four per cent, while the returns from those who had sent cash with their

orders were less than two per cent. The article was the same, the class of prospects was the same and the same representations had been made.

About five years ago our company put on a mail-order campaign which resulted in about 75,000 sales direct to farmers. The article was a foot-power tool-sharpener or grinder, which took the place of the old-fashioned grindstone that you used to see on every farm. At that time the farmer was accustomed to pay from three to five dollars for a grindstone, while our machine cost him over \$17. Further, the only "grinders" he had known anything about were made with emery wheels that had "burned" his tools or "drawn the temper." Our only weapon in overcoming this prejudice and his hesitation in paying three to four times what he had been accustomed to pay for an article that had always served this purpose before, was to base our entire selling appeal upon a free trial, both in our advertising and our follow-up literature.

## FORTUNATELY, COMPANY'S FINANCES NEEDED BOLSTERING

At that time our finances were such that it was imperative that our selling campaign be partially financed as it went along. This was, frankly, our real reason for attempting to obtain the cash with as many orders as possible; the other benefit was, at the time, incidental and only appreciated later, as we got further into the campaign.

Various appeals were tried out in our advertising and checked up closely. (We have always based the value of any advertisement or any medium entirely upon the cost per sale, and not the cost per in-

quiry.) In the early days of our mail-order efforts, we depended principally upon "Thirty Days' Free Trial" as an attention-getter. At that time there were only a very few advertisers using that appeal compared to the number that have been making use of it in recent years. But in spite of many attempts to get something better, using appeals directed to the value of our product as a money, time, labor or tool-saver, we were never able to find anything that pulled better than our original heading offering the free trial.

Consequently, in all of our follow-up literature, we kept that fact carefully in mind. We went the limit in offering our grinder for thirty days' free use upon any farm. We dwelt upon the fact that the grinder was not sold until it had sold itself, upon the farmer's own farm, his own tools, and had stood satisfactorily every test that he could think of applying. In our letters we tried to get our prospect to feel that we were sincere, and that our grinder, as well as ourselves, would back up all the representations and promises we made for it.

But right in the middle of our letter we took the prospect into our confidence by letting him know that it actually did cost considerable money to keep a book record of each grinder sent out on trial. We had to open an account on our books, keep it open until the grinder was returned or paid for, and then close it up. As nearly as we could figure it, we could save about a dollar per machine if we didn't have to do this. So if he wanted to allow us to take advantage of this saving, he could do so, and we would give him the benefit in a price one dollar less if he would send a check along with the order. He would get exactly the same guarantee and free trial, for we agreed to refund his money promptly upon the return of the grinder to us.

Not asking him to depend entirely upon our own statements, we suggested that he write to the two largest banks in the state, with

which we dealt, and ask them as to our responsibility and reputation for keeping our promises. We also suggested that he make inquiries concerning us from his own banker, who could look us up in the commercial agencies.

As nearly as we could find out, the suggestion to write to our own banks was never taken advantage of. The prospect seemed to think that if we were willing to trust him with our grinder, he was willing to trust us with his money, especially as it would save him a dollar. Like the fellow who went to the bank for his money: "If you haven't got it, I want it; but if you have got it, I don't want it," the offer alone seemed to accomplish the purpose required of it.

#### AN ADDED INDUCEMENT TO PAY CASH

Then about two days after our first letter answering his inquiry had been mailed out, and before he could by any chance get an answer back to us, we sent him another letter in which we gave him the choice of two other articles, either of which he could obtain without additional charge for sending us the cash with the order. These each showed us a "factory" cost of about forty cents. The more popular of these two articles was a chain-drive kitchen grinder, of which we had a very excessive stock, especially as it was a type that was going out of date rapidly. This took best because we put it up as something for the "women folks;" we thus enlisted them on our side.

The proposition was put up to him also that we would just as soon give away a limited number of these as an advertisement, and that we had decided to give one, while they lasted, to each man who would send in the cash with his order, in addition to the discount of \$1. This second letter also drove home some of the arguments of our first letter, the idea being that here we had another chance at him, and that the ground had been partially prepared by the first letter.

Friday, March 22, 1918

# The New York Evening Journal

*Member Audit Bureau of Circulations*

## Broke All Its Records

for a single day's Paid Display Advertising,  
by publishing

# 22 $\frac{3}{4}$ Columns

This is the largest volume of Paid Display Advertising in a regular issue of any New York evening newspaper. It was also

# 104 Columns MORE

than was published by the next  
evening newspaper on this day.

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*"Nothing Succeeds Like Circulation"*

*(This is the third of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The fourth will appear in an early issue.)*

## The Rate Card of The Chicago Daily News Means Exactly What It Says

By BERT MOSES

THE Chicago Daily News is what it is to-day because of what it was yesterday and the day before.

As far back as my memory goes in advertising, it has had a rate card that meant just exactly what it said.

And to this day no influence can make it vary a hair from the prevailing card.

I have bought much advertising in the last twenty years, and in that time I resorted to every known and occasionally unknown means of beating rates.

I have employed the seductive cold bottle, the box of Havana cigars, the bluff, the dicker, the offer, the threat to use "the other paper," the clause waiving a short rate, the full position under a "request," the free readers on the side, the dating of contracts back to a day when rates were lower, and I have resorted to the slap on the back, accompanied by a story with a gamboge hue.

I think the "specials" will nearly all admit that at least occasionally I got close to the bottom.

Quite often I got at least a shade off the price, less often a big shade, and on rare occasions got no shade at all.

### Why this ad was written.

Recently Mr. Bert Moses wrote to Mr. John B. Woodward, Advertising Manager of The Chicago Daily News, and said, among other things:

"I want you to authorize me to write a series of advertisements for The Chicago Daily News. Your advertising copy, while always interesting, has appeared to me entirely too modest, and never seeming to emphasize the Gibraltar-like reliance that must be there if the real Chicago Daily News is pictured in type to the public as it actually is."

"The Daily News is better than you ever said it was. It is better than Mr. Lawson himself or you can possibly realize, because you are both so close to it that the perspective is faulty. Let me write what I know and think, and please do not use the merciless blue pencil on me."

"When I get through writing this series I am sure you will better understand The Chicago Daily News. As a matter of fact I want to introduce Mr. Lawson to his own child. Now then what do you say?"

And Mr. Woodward said: "Go to it!"

Out of all the papers in the United States of America, The Chicago Daily News stands out like Mars at perihelion as the only paper from which I never attempted to buy space through some form of camouflage.

With hundreds of other papers I tried to beat the rate, and rarely failed, but failure came only after all the schemes refused to work.

Somehow or other, courage always failed when The Daily News' representative came in for a contract, and I quit cold on persiflage when he sat down to talk.

Whatever he asked, I agreed to pay, knowing absolutely that what he charged me, he charged everybody else.

Quite a number of papers now stick closely to their cards, but The Chicago Daily News set the fashion long ago, and that is why what it did yesterday and the day before makes it what it is today—the one paper which stands first as an advertising medium in the minds of more advertisers than any other one paper in America.

The paper most sought and most highly respected is the paper which has a price that none can shade.

Mr. Lawson knew this early in his career, and he knows it now.

The Chicago Daily News would be a different Chicago Daily News if any other policy had been followed.

That this second offer was not always necessary was shown by the fact that quite a percentage of the orders had been sent us, cash accompanying, before the customers had received the second letter. But they always let us know they had already sent their money, and stated which article they preferred.

Realizing that any man who wanted one of our grinders would readily send us the cash and get the additional value for so doing if we could convince him of our sincerity and our own belief in the proposition, we used long letters, written in as intimate and personal a style as we knew how to write. They were written as personal letters by our president, not by the company "per" the president. Of course they were multigraphed. Although we several times tried to use letters that had less of what might be termed this "hot air," the fact remains that, for our proposition, the personal style was much more effective. We also believe it was the big reason why the prospects were so willing to trust us with their money before seeing goods that they never would have thought of ordering unless they could have had the privilege of trying them for several days. I may add that probably not one prospect in a thousand had ever heard of us until he ran across our advertisement; it was not like a house that he had known of favorably for a long time, asking him to send cash with an order for a staple article.

That our efforts were fairly successful may be judged from the fact that during the whole course of the campaign the orders accompanied by cash amounted to between 60 and 65 per cent of all the orders received.

That campaign put us on our feet and the map at the same time. Yet we never could have carried it out in anything but a very limited way had we not been able to make the campaign practically finance itself. And later on, when the sales were checked up, we realized that getting the

cash with more than half of the orders received, had cut down the returns by a big margin, a purely incidental advantage that was not considered at its inception.

### Newspapers Asked to Aid Labor Department

Daily newspaper publishers have been asked by Secretary of Labor Wilson to help mobilize labor for the farms. The newspapers asked to help are those located in towns of more than 20,000 population. Secretary Wilson states that over 100 of the 316 American cities in this class have no public employment office, and in many such offices there is no special farm service given.

"In this emergency I am asking the patriotic help of the 736 daily newspapers of these cities to establish co-operative farm labor agencies," says Secretary Wilson in his letter to the publishers. "If your publication feels that it can give its very great influence to this campaign, may I ask that you advise me, naming your active labor agent?"

### German Toy Industry Paralyzed

The German toy industry is paralyzed and shows very plainly the disastrous effect of more than three years of warfare, according to the British Board of Trade Journal in quoting the Berlin *Tageblatt* as follows:

"Simplicity is the rule in the toy shops now. Wood, formerly used only for the cheaper toys, is now the chief material employed. The manufacture of new dolls is becoming impossible through the lack of flour, which is used with cement in making the bodies.

"Wax, employed for the heads of the better class of dolls, is now almost unobtainable and the same is true of the stuffs and lace used for making dolls' shoes, hats, dresses, stockings, etc. These are only obtainable at prices four or five times higher than they were before the war."

### Agency for Monark Knitting Account

Norris-Patterson, Limited, Toronto, has secured the account of the Monark Knitting Company, Limited, Dunnville, Ont. This is a large knitting company having branches in many Canadian cities and also at Buffalo, N. Y.

### San Francisco Backs the Convention

At a meeting held in San Francisco on Monday, March 25, leading business men of that city pledged \$50,000 in fifty minutes in support of the July convention of the A. A. C. of W.

# The Side-Line—Its Possibilities and Dangers

How the Tendency to Increase Variety and the Tendency to Specialize Balance Each Other

CRANE & ORDWAY CO.  
ST. PAUL, MINN., Mar. 8, 1918.

*Editor of Printers' Ink:*

I have just been reading a report put out by an advertising agency showing the number of different side-lines that the drug stores are taking on. This is a question that is worthy of discussion. In our line of business, that of plumbing and heating supplies, there is a great tendency to put in supplemental lines of all kinds, such as electric motors, farm lighting plants, wind mills, steam pumps, vacuum systems, barn ventilators, washing machines, heavy hardware, etc. My observation has been that as soon as a concern starts taking on side-lines, it dissipates its energy on the main line, and does not give proper attention to any one department. My contention has been that we should stick to our own line. I would like to get your judgment on the matter.

ARTHUR IFALLAM.

THIS is indeed a very important question. It is of more than ordinary current interest, because of the wide tendency toward the extension of variety that has recently set in, both in manufacturing and in retailing. Of course there is a war-time reason for this. Many concerns confronted with a serious curtailment of their usual volume found it necessary to reach out for new things to handle. Having an irreducible overhead on their hands, they had to keep their sales up to a certain point or else go out of business. Executives recognized that the situation was only temporary, due in many cases to their own inability to get sufficient raw materials rather than to the incapacity of the market to absorb the product. They figured that if they could fill in with some sideline for the time being, they could keep the business going and hold their organizations together until the war ends.

For an example take the clothing business. Withdrawing hundreds of thousands of young men from civil life was a serious blow to retail clothiers. Young men are their best customers. Many

merchants could stand this loss of trade, but others could not. They had to make it up in some way. Hence many of them are putting in side-lines of all kinds—woman's apparel, children's apparel, sporting goods, cameras, automobile accessories, etc.

When the war is over there is no doubt but what this tendency will be checked, in a degree at least. It should be understood, though, that the war didn't start this movement toward the increase of variety. The war only accelerated it. There is always at work in business what appears to be a natural tendency toward centralization. This is on the principle of the biblical dictum that to him who hath shall be given.

Most factories are started to make some single specialty or some limited line of specialties. It is the hardest thing in the world in many fields to hold the line down to these original products. Almost inevitably it will grow. There is always a demand for a product to supplement the original. The utilization of waste and the chance for by-products also tends to increase the line. Then, too, different tastes and new demands are always springing up. Any number of well-known manufacturers have broadened their lines in just this manner.

It is the same in the retail field. The dealer is always getting calls for things that he does not handle. In time he yields to this influence and stocks the article. Thus his variety increases. The more variety a retailer has, the more he has to have. People begin to go to him for everything. This explains why druggists carry so many things. Originally druggists had to put in a few side-lines because the sale of drugs wasn't large enough to support the store. Now folks expect to find almost anything in a drug-

# Why Philadelphia

## OFFERS GREATER SELLING OPPORTUNITIES

to

### Manufacturers and Merchants

Record business is being done by Philadelphia business houses, due to the fact that 58,000 business places and manufacturing plants, employing normally about 700,000 male and 300,000 female workers, are running to full capacity.

Philadelphia is the world's workshop. Its locomotive plants, ship-yards, spinning and weaving mills, and factories of all kinds are world-renowned.

380,000 homes house its urban population, many new ones are being erected of the typical Philadelphia one family type, while its suburbs dominate the balance of its 3,500,000 metropolitan population.

Think of the vast daily needs concentrated in this the third largest market in the United States.

Clothing	Food	Shoes
Hosiery	Coffee and Tea	Soaps and Toilet Goods
Underwear	Temperance Drinks	Furniture
Millinery	Floor Coverings	Musical Instruments
Automobiles	Auto Accessories	Heating and Lighting

February net paid daily **401,039** Copies  
average circulation:

*"In Philadelphia nearly everybody reads  
The Bulletin"*

New York Office.....	Dan A. Carroll, Tribune Building
Chicago Office.....	J. E. Verree, Steger Building
Detroit Office.....	C. L. Weaver, Free Press Building

store. One reason for the druggist's success in exploiting variety is the fact that his store is open when those in other lines are closed. There is a great demand for certain kinds of merchandise in the evening and on Sundays. People know that the druggist is open and go to him for anything that they may happen to need at the moment, even though it is entirely foreign to his business. Thus if a druggist gets half a dozen calls for screw-drivers in the course of a month, he quite naturally stocks them. This is why a drug store has become a department store in embryo.

As Mr. Hallam points out, the long line has some very troublesome disadvantages. It is very hard to merchandise it effectively. It is almost impossible to keep the same energy behind every article in it. Something is bound to be neglected. Manufacturers have, however, hit on certain expedients that enable them to overcome this well-known objection to the large line. They may manage each department as though it were a separate business. They may have their salesmen take turns in pushing the different products. They may employ special salesmen for each department. Marshall Field & Co., for example, send out a man with notions, a man with carpets, a man with handkerchiefs, a man with dress goods, etc. Each salesman is really representing a specialty house. One jobber went so far in specializing his line that he sent out one representative with nothing but shoestrings. Adopting a strong institutional policy, both as to advertising and as to selling, is another good way to market a large line. This method has been used very effectively by the United States Rubber Company, Yale & Towne, Armour & Company and several other houses.

The long line, however, unless it is very intelligently managed, carries the seed of its own undoing. The tendency toward variety in any business in the long

run is likely to check itself. Certain numbers, or even certain departments, will have to be discontinued because they will be found to be unprofitable. If allowed to run on, they will be a drag on the entire business. In other cases the manufacturer is sure to overlook the latent sales possibilities of some of his products. This opens up an opportunity for some other manufacturer to specialize on these very products. In other words, the promoter of a long line of goods is almost certain to miss some of his best bets. It is humanly impossible for him to watch all his eggs separately, even though they are in one basket.

As opposed to centralization, there is specialization. These two contending forces are always at work and always will be as long as our present distributive scheme is in existence. The war may have checked specialization somewhat, but it will get under way again as soon as natural economic law is allowed to operate once more.

Advertising, itself, is a decentralizing force. It is a distributing influence. It spreads out. It nationalizes. It is opposed to concentration. Advertising can center power or business in single hands only when competitive hands refuse to advertise. Advertising is always the surest weapon of the little fellow against his big competitor.

Thus it would seem that side-lines should not be put in for the mere sake of having them. If there is a logical reason for adding them, by all means take them on. However, before adding them the manufacturer or dealer should be sure that he is making the most of the products he already has. There is no sense in looking for more worlds to conquer until you have conquered the one you have. If a side-line is likely to dissipate energy and cause you to neglect your main line to such an extent that a competitor may find a chance to undermine your defenses, leave it alone.—[Ed. PRINTERS' INK.]

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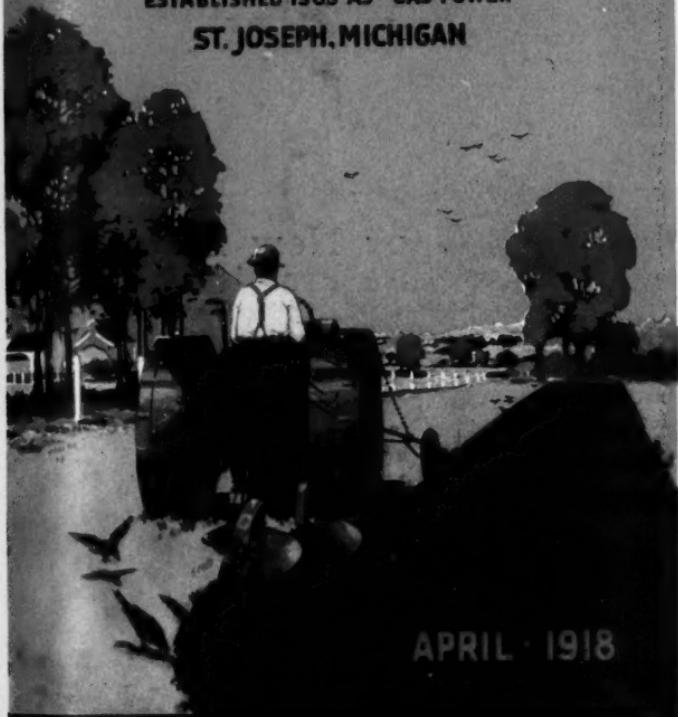
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# **POWER FARMING DEALER**

**ESTABLISHED 1903 AS "GAS POWER"**

**ST. JOSEPH, MICHIGAN**



**APRIL - 1918**

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**THE SPOKESMAN  
OF THE MODERN  
FARMERS' SERVICE STATION**

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## POWER FARMING DEALER

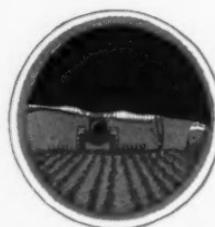


### Meet Your New Distributor—the Man with a Practical Selling Vision

With the amazing shift to mechanical power on the farm comes a new, far-visioned type of merchant-dealer who picks the cream of the farm equipment business and leaves the small-tool trade to the small caliber salesman.

Offering tractor, truck and motor car—gasoline engine and lighting system—and power-operated machines of high unit value, he dominates the volume in his community by his unique bent and capacity for service.

His interests are now served through a business magazine of his own—one with the same clear conception of its present and future opportunity that has of *his*—one that brings him into practical touch with all the vital elements in his fast widening field.



POWER FARMING DEALER, a monthly, makes its first appearance in an exclusive dealer magazine with the April issue—reaching into the very heart of this select clientele. It opens with a notably large paid-in-advance circulation—and with definite assurance of steady, substantial growth.



BUSINESS ADMINISTRATION  
Boiler  
TAX  
FEB 1934

## This Magazine Built by an Organization Trained and Tuned to the Job

or—a full quarter century the organization back of POWER FARMING DEALER has been building for the day when the tractor-farmer would be the man of the hour.

First came *Power Farming*, established in 1892 as the *Threshermen's Review*—a monthly for the farmer whose ideas had developed beyond the horse power stage, who actually owned a tractor outfit or was looking forward to one.

It covered its field in a practical fashion, helping definitely to shape this formative industry to its present importance. For many years it has stood as the standard magazine dealing exclusively with the application of mechanical power to agriculture.

POWER FARMING DEALER, established in 1903 as *Gas Power*, swings into the business paper field with all of the editorial and trade-building strength of *Power Farming* to guarantee its influence with the new type of farm equipment dealer.

Not the Largest Dealer Group—  
but the Strongest!





## Our Own Plant—Complete, Modern All Devoted to Power Farming Interests

This plant, built six years ago, bears witness to our faith in the future of mechanical power on the farm. It is the only building in the world devoted entirely to power farming publications. Its facilities are already fully employed in the production of *Power Farming* and *Power Farming Dealer* and architectural plans are in hand for the construction of additional units.

### Power Farming Dealer Advertising Rates and Data

#### 12 Time Rates, For 12 Consecutive Insertions

4 pages, in one issue.....	\$200.00
2 " "	112.00
1 page, each insertion .....	66.00
½ " "	31.50
¼ " "	17.00

#### Less than 12 Consecutive Insertions

4 pages, per insertion.....	\$265.00
2 " "	150.00
1 " "	80.00
½ " "	42.00
¼ " "	23.00

Page Sizes:  
Full page,  $7\frac{1}{4} \times 10$  in.; half page,  
 $7\frac{1}{4} \times 5$ , or  $3\frac{1}{2} \times 10$ ; quarter page,  
 $3\frac{1}{2} \times 5$ , or  $7\frac{1}{4} \times 2\frac{1}{2}$ .

Publication and Closing Dates:  
Published 15th of month prior to date of issue. Closing date 5th of month prior to date of issue.

Stock:  
80-lb. white enamel, taking 133-screen half tones.

Color:  
20 per cent over space rates.  
Cover:

Back 50 per cent over space rates, three colors.  
Inside Front 25 per cent over space rates, two colors.  
Inside Back 15 per cent over space rates, two colors.

Inserts:  
Prices and Samples on request.

### THE POWER FARMING PRESS St. Joseph, Michigan

T. R. Lyle, 959 Marbridge Building, New York  
F. W. Mass, 1648 Marquette Building, Chicago  
F. H. Hale, Jr., 5710 Waterman Avenue, St. Louis





# The Menace of German Business After the War

III.—American Individualism vs. Ruthless German Organization

By J. T. M.

IN the world's markets the retail purchaser, seeking baggage, makes his choice between an English bag and a French bag, and knows that the characteristics of each are distinctive. There is a difference between the English bag and the French valise, as there is between an English suit of clothes and a French suit; the former aiming to drape the male figure with a certain elegant fulness and prodigality of material, and the latter furnishing neatness and exactitude in fitting; and there is a no less marked difference between an English watch and a French watch, between an English picture and a French picture, between an English glove or shoe and a French glove or shoe. That difference is a tremendously valuable commercial asset.

The foreigner when filling his needs is not merely moved to make his choice dependent on well-known characteristics in the merchandise, but he is inclined to duplicate his requirements. His inability to decide on a superiority of attraction between an English clock and a French clock will often induce him to purchase both. What may be called the distinctives of trade give to the products of England and of France an assured position in all markets.

Even in Germany before the war the most exclusive and most expensive men's furnishing stores in all the leading cities harbored the sign, "The Jockey Club," or some other English device, and dealt only in English wares, and the most elegant shoe stores sold women's footwear made by Pinet of Paris and men's shoes from a factory at Romans in the southeast of France. And meantime German manufacturers were industriously spreading throughout the world's markets close imitations

of English garments and furnishings for men and of French footwear for men and women.

In some lines the imitations sent out by Germany bore their own condemnation for every experienced eye in the characteristics which revealed them as imitations. But this was not the case universally.

Austria had won world honor for products of various kinds. Royal Vienna porcelain acquired prestige and was in demand in foreign lands. The Germans imitated it and flooded the world with gaudy plates which, instead of being adorned with artistic hand paintings, contained paper pictures pasted on the plates, and to make the fraud pass, had a mark almost identical with the Royal Vienna symbol painted on the bottom of the plates.

#### VIENNA WORKMEN IMPORTED TO MAKE "AUSTRIAN" GOODS

Women's hand bags and pocketbooks made in Austria were also highly esteemed in all the principal countries. Damentaschen made in Vienna were in demand and commanded high prices. In this case also German manufacturers went into the imitation business, but from the early cheap imitations they progressed to the production of a high-grade article. Expert bag makers were brought from Vienna and a close duplicate of the Austrian specialty was turned out.

So far there was nothing notably unethical in the proceeding. But the German manufacturer had no idea merely of entering into open competition with Austria in Damentaschen. He determined to put his goods on the world's markets fraudulently as Vienna products. One of the leading manufacturers of ladies' bags of Offenbach, near

Frankfort-on-Main, the center of the industry in Germany, declared to the present writer that 90 per cent of the "Vienna" bags and pocketbooks sold in the United States were made in Germany; that they were sent first to Vienna to be stamped there with the Vienna mark and that thus they paid import duty twice, once to Austria and again to the United States. These German manufacturers were simply engaged in the practice of stealing an important trade asset of Austria.

NOTHING TOO SMALL TO BE  
IMITATED

The systematic imitation of the merchandise and marking of merchandise of other nations is carried out by the Germans even in the most unexpected places and with a thoroughness which at times seems ludicrous, but which our present knowledge of German plans shows to be all too serious. In Mexico an astonishingly large proportion of business is done throughout the country by Arab peddlers. These "Arabs" are for the most part Syrians, adherents to Christianity, but as they wear the sombrero and the garb of the Mexican they pass off commonly for natives. They replace the mail-order business in Mexico, and they sell on time and on instalment when they cannot get cash. With quite remarkable enterprise they are ready to take an order for a sewing machine, for an agricultural machine, a piano, or an automobile from a Hacendado and to collect from him in instalments over a lengthy period, and at the same time they supply the Pelado, the poorest of the country's poor, with his rudimentary needs in the way of wearing apparel, cotton trousers, sandals and bandana head covering. But the chief part of their trade is in furnishing the Peon class with cheap finery and ornaments. The majority of these Arabs are tributary to the City of Mexico, and the street immediately to the south of the National Palace in that city is occupied almost entirely by the Arab wholesale merchants, who supply the mer-

chandise, attend to the filling of orders and arrange the financing of the traveling peddlers.

An American who had studied the market broached this trade one day with a quantity of a new kind of jewelry, the chief feature of which was a gilt and enamel brooch, with a celluloid-covered photograph supposed to depict the figure of some of the popular saints, but in reality reproducing the features of American actresses. The materials were produced in bulk in Providence and New York and put together in Mexico and the finished product was sold very cheap. The peons fought for the American Saints (*Santos Americanos*) or Santitos (*Little Saints*) as they became more commonly known, and the peddlers could not get enough of them. The American patented his brooch and prepared to enter the junk jewelry trade in a considerable way.

But after little more than a month had elapsed, a German agent presented to the Arab merchants an imitation of the Santitos, a poor thing in comparison with the American's, a single piece brooch with the Saint printed on the metal. He asked about one-half the American's price and offered four months' time, as against spot cash. The Santos Americanos thereafter sold in Mexico were made in Germany, and the American felt that it would be a waste of his time and money to fight for his rights. The first impression of one acquainted with the incident was surprise that German manufacturers should bother with such a petty and precarious business, but later experience shows that no business is too trivial for German organized commerce to touch and that like procedure has been going on in the Central and South American republics and even in more remote quarters of the globe. To the German scientifically schooled for trade, every chance that offers for "economic penetration" must be grasped and it should be remembered that the German graduate of commerce is usually doubled

1892 — 1918

## *Sincerity of Purpose*

**T**HREE is no attempt at flaunting a virtue in asserting that *sincerity* is the underlying motive in all Critchfield & Company service.

Our conception of sincerity is from the practical rather than the moral viewpoint. Sincerity is too generally appreciated to be preached about—but often it is unappreciated as a real business asset.

We claim no crown for being sincere, for experience covering twenty-six years of business activity proves that it *pays* to be sincere—*pays* the client and *pays* us.

Our policy of discouraging the spending of money for advertising until everything is properly set for spending means that the advertiser is sure to profit—and that we are, too. We'd rather profit tomorrow, along with the advertiser, and have the account *stick*, than profit today and run the chance of failure.

That is our idea of sincerity—handling the other man's money as we would our own, so that every interest involved may gain and grow.

*Write for booklet, "The Efficient Simplicity of a Great Service"*

**CRITCHFIELD & COMPANY**

Brooks Building, Chicago

New York      Boston      Minneapolis      Detroit

## Oh! I Say! Mr. Velvet Joe!

I've been reading your national advertising.  
I've been on the point of buying your tobacco many times.  
And yet somehow or other I haven't done so.

It's true of many advertised goods:  
Shoes, soups, soaps, tires, cameras, breakfast foods, etc.

If I were the only one it wouldn't matter.  
But there are millions like me—just on the tottering point.  
The right appeal would send us over the line.

Who can make real buyers out of us?

The man behind the counter.  
The dealer whom we know and meet face to face.  
One word from him is worth a whole page from you.

Why don't you get him on your side?  
By doing for him what he would like to do for himself.  
And so cash in on his influence with his trade.

Every merchant likes advertising which he can call his own.  
Which makes him and his store a conspicuous factor in it.

That's the kind of service we furnish to advertisers.  
It fits into and rounds out national advertising.

Our Service is used by the largest advertising agencies.  
Because it supplies what national advertising lacks.  
It utilizes the dealer's prestige in his own community.

Your own dealer selects the circulation for you.  
The readers are the people in his own community.

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Everyone of them a prospective buyer of your goods.  
So there's no waste circulation.

Over his signature the dealer endorses your product.  
It amounts to an interview face to face.  
It makes sales where other advertising makes prospects.

The biggest concerns have used our Service for years.  
It has cut their average cost of making a sale to a minimum.

#### SPECIALISTS IN THIS WORK

For twelve years we have supplied our Service to advertisers, either direct or through advertising agencies. Long experience and a trained organization enables us to carry it out with a promptness and a perfection of detail impossible either to an advertising agency or to the advertiser himself.

Perhaps the best way to judge the value of our Service is to hear of our successes for other advertisers whose problems are similar to yours. Among our clients are some of the largest national advertisers in the country: Arbuckle Bros. (J. Walter Thompson Co.); Andrew Jergens Co. (J. Walter Thompson Co.); Winchester Repeating Arms Co. (J. Walter Thompson Co.); William Rogers & Sons (Frank Seaman, Inc.); General Chemical Co. (N. W. Ayer & Son); Pyrene Mfg. Co. (Van Patten, Inc.); Procter & Gamble Co.; Anderson Electric Car Co.; Warner Lenz Co.; Hendee Mfg. Co.; Aetna Life Insurance Co.; Marshall Field & Co.; Hupp Motor Car Corp. (Direct).

May we tell you how our Service can be applied to your business. It involves no obligation.

J. T. H. MITCHELL, Inc.  
331 Madison Avenue - New York

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with a graduated purveyor of military and other intelligence for the Fatherland.

American goods are particularly exposed to German fraudulent imitation because generally they lack the distinctives of their national origin. There are, of course, American pianos, agricultural machines, watches, bridges, which have these distinctives and accordingly have won for themselves special recognition in foreign markets; but they are the exception. American manufacturers generally have not planned for the foreign markets. The immediate home needs have sufficed for their scope, and their exports have been mainly the surplus over home demand. They have not aimed to nationalize their trade, to conduct it on distinctive lines and to produce articles that are so peculiarly American that they will be known as such on sight, just as English and French wares have recognizable qualities associated with the countries from which they originate. Until they set themselves to the task of turning out products that meet the foreigner's views and are yet distinctively American, and of handling their trade in a way that is specifically national, they will not have begun to fulfil this aim.

American manufacturers must by this time be rather weary of the oft-repeated tale that the United States does not get its due in South America because American goods are poorly packed and the American salesman is not polite enough. Shattered packing cases from America are alleged to have been seen on the wharves of Rio and of Buenos Ayres and salesmen from this country are said to have worn their hats in the presence of Latin-American merchants and to have slapped the latter on the back by way of introduction. Now as a matter of fact the packing that carries goods half way across this continent may generally be counted on to carry it around the world, and the American commercial traveler, so well-conducted at home, is not likely to lose his good manners

when he goes abroad. The German agent, it is true, has a servility of outward politeness which is all his own and which no self-respecting person envies him. But everyone familiar with foreign lands will attest that the American traveler is popular wherever he goes.

As for the financial problem, which has been an obstacle to American trade in South America and other countries, it need not here be discussed. The war, with the huge trade balance it has put to the credit of America, will have shown the way to the remedy in that direction. It is undoubtedly desirable for the traveler to have his characteristics and his attractive side, but it is the wares which he represents which above all should make their appeal to the foreign buyer by their special features and attractions. Thus if the Latin-American likes his shirt with voluminous tails and with the neckband cut low in the front, there is no reason why a shirt conforming with these requirements should not merely be made in America, but be distinctively and conspicuously an American shirt. The distinctive characteristics do not necessarily mean the special form of the article as used at home.

#### MANUFACTURERS HERE MUST WORK TOGETHER

To create the American distinctives of trade it will be necessary for American merchants to make a united effort. It is not too much to say that it may be regarded by them as a patriotic duty to further this nationalization of American trade. Concerted action on the part of manufacturers will be needed to effect promptly for American goods what the *amour propre* of the Frenchman and the fine national spirit of the Englishman have done for theirs. All who have handled American machinery in foreign countries know how difficult it is to get around the psychological spell cast by the words "Made in England" or "Made in France" inscribed on a machine. In manufacturing ma-

achinery America leads the world, is *facile princeps*, but in the years since this superiority was assumed but little has been done to impress it on the foreigner. Germany has had too much to do with handling American manufactures. Her ships have carried them, her agents have made money and have promoted German trade by selling them and have had a free hand in making of them a trade asset for their own country.

No time could be better than the present for American merchants and manufacturers to undertake the work of creating national distinctives for their trade, of nationalizing or Americanizing not only the country's products, but also its trade methods and principles and high ethical standards. The result would be of incalculable benefit to the nation.

Problems are, of course, to be faced in the carrying out of this task, but the chief problem is an advertising one. If the various associations of manufacturers and merchants will get together on the subject and will call in the advertising men, there is no doubt whatever that the problem can be solved.

### Slogans for Your Liberty Bond Advertising

THE New York Liberty Loan Committee's publicity department has prepared thirty-five slogans for anyone to employ as his judgment dictates in next month's drive. They may be used effectively in a box in connection with commercial advertising, as window cards, counter signs or in numerous other ways. The entire list is given below, in order that the slogans may be enlisted in the service of advertisers outside the bounds of the New York Federal Reserve District:

#### PATRIOTISM

1. Back Those Bayonets with Bonds.
2. Money Means Munitions—Buy Liberty Bonds.
3. Invest in Victory—Buy Liberty Bonds.
4. Buy Liberty Bonds—and Johnnie Comes Marching Home.

5. Oversubscribe the Third Liberty Loan.  
*Over the Top to the Third Line Trenches!*
6. Your Money or Their Lives.  
*Save Both—Buy Liberty Bonds.*
7. Count That Day Lost—Whose Low Descending Sun  
Sees in Your Hand No Liberty Bond or Gun.
8. Fight—or Buy Bonds.
9. Get into the Fight—Buy Liberty Bonds.
10. Liberty Bonds Save Lives—the Lives of our Sons.
11. Lend Him a Hand—Buy Liberty Bonds.
12. Save More Lives—Buy More Bonds.
13. We're in It—Let's Win It.  
*Buy Liberty Bonds.*
14. He also Fights Who Helps a Fighter Fight.
15. Buy Liberty Bonds.  
*Buy—BUY—BUY—till it hurts!*

#### INVESTMENT

1. A Bond in the Hand Is Worth Two in the Booth.
2. Keep Your Money—Invest in Liberty Bonds.
3. While your Money Fights the Kaiser, Make it Work at Home for You—Buy Liberty Bonds.
4. You Don't Need a Bank Account to Buy Liberty Bonds.
5. Doing Without Is as Vital as Doing. Save and Buy Liberty Bonds.
6. A Better Investment than a Liberty Bond—Two Liberty Bonds.
7. Buy A BIG Bond.
8. Don't Put Off till To-morrow the Bond You Can Buy To-day.
9. Buy a Baby Bond for Baby.
10. A Good Return on your Money. A Quick Return for our Men. Buy Liberty Bonds.

#### MISCELLANEOUS

1. Germany Is Listening—Make Your Money Talk—Buy a Liberty Bond.
2. Buy—Buy Liberty Bonds—Bye Bye Kaiser!
3. The Third Liberty Loan—Make it "Three Strikes and Out for the Kaiser"!
4. Liberty Bonds Speak Louder than Words.
5. Carry On! Buy More Liberty Bonds.
6. Over the Top with Your Dollars—Buy Liberty Bonds.
7. Time Fights for Germany—Buy Bonds Now.
8. The Kaiser Started This. You End It—Buy Liberty Bonds.
9. One Good Bond Deserves Another.
10. Do Your All—Less Will Be Too Little—Buy Liberty Bonds.

### Cycle Papers Merge

*Bicycle News* has been merged with *Motor Cycle and Bicycle Illustrated*, of New York. All paid subscriptions for the former publication are assumed by *Motor Cycle and Bicycle Illustrated*.

## Governor Edge Talks on War, Govern- ment and Business

A New Spirit of Co-operation Is Witnessed Between Business and Government, as a Result of the War—Must Re-enact a Democracy of Our Own After Hostilities Are Over.

**W**AR is bringing about a greater measure of co-operation and sense of mutual relationship between business and Government, according to Gov. Walter E. Edge of New Jersey, formerly an advertising man and president of the Dorland Agency, Atlantic City. Gov. Edge was speaking to the Representatives' Club at luncheon last Monday, March 25, at the Hotel McAlpin, New York.

This spirit of the necessity of co-operation to win the war has received such impetus, said the speaker, that it is even breaking down State lines. He cited as evidence of this the fact that, whereas not long ago various lawsuits were in progress between New York and New Jersey, not as States to be sure, but between civic organizations on each side, just recently the New York and New Jersey Port Commission was formed to arrive at plans for making the port of New York the greatest industrial centre of the country, if not the world. New Jersey stands ready, he said, to give \$6,000,000 as half the cost estimated by Col. Goethals to be necessary for building a tunnel for vehicular traffic under the Hudson River and connecting the two States, and all that is necessary to start the project is the final word from New York.

He said that another proposal is to build great freight terminals on the Jersey meadows for all the railroads terminating at the Hudson's edge, to save lighterage costs under the present methods of transportation of freight to and fro.

"I believe that this great port

should be a national institution, the very center of industrial development. It must be teeming with industry and every factor tending to make for congestion must be removed."

A new note of responsibility is coming out of the war, he said.

"This is, that Government must be a little more human and nearer the people. We must re-enact a democracy of our own. There is still going to be room for individual initiative and every opportunity for development. Success tends to bring selfishness, and in some ways we've been drifting farther and farther apart. We have been finding it more difficult to settle differences between capital and labor. With the war, however, we have taken on a new viewpoint. Especially is this true of our boys in service under the conscript system. They represent every class of citizen. They're going to know each other better. When they come back from this war, having learned to recognize the good in one and the bad in the other, and assume their places again, thousands and millions of them, there will have been awakened in them a new sentimentalism, if you will, that will make these boys far abler to solve the problems of tomorrow."

New active members of the Club have been elected as follows: H. I. McGill, of *Leslie's*; C. R. Bokelund, *Review of Reviews*; Paul Smith, *Hearst's Magazine*. Associate members announced are D. W. Henderson, *Farm & Fireside*; F. L. Parks, *Touchstone*; Carroll B. Merritt, *Scribner's*; Arthur S. Moore, *McClure's*; Fred L. Colver, *Boys' Life*; G. M. Gottfried, *North American Review*; Travers Carmen, *Outlook*; John E. Williams, *Collier's*; Luther D. Fernald, *Leslie's*; N. J. Peabody, *Atlantic Monthly*; Paul Meyer, *Theatre Magazine*; E. H. B. Watson, *People's Home Journal*. L. A. Gillette of *St. Nicholas*, and E. R. Weeden, of *Christian Herald*, have also become associate members.

## *Diversity of Industries Makes Cleveland a Responsive Market the Year Around*

Cleveland is not a one-industry town—far from it. Manufactured products from Cleveland reach the four corners of the earth, and include everything everyone uses in everyday life.

Cleveland is busy while many another city is inactive, and *right now* Cleveland and all northern Ohio are *unusually* busy.

It's a great time now to "cash in" on the prosperity of Cleveland, by reaching the people you want to reach—the people who have money to spend and are willing to spend it—through the advertising columns of the Cleveland Plain Dealer.

If you're undecided regarding the Plain Dealer or the territory covered by it, you can soon determine which course to take after reading our booklet

*"To Tell It to Cleveland is to Sell It to Cleveland"*

This book is *free* for the asking.

## The Plain Dealer

FIRST NEWSPAPER IN CLEVELAND, SIXTH CITY

*Eastern Representative:*

JOHN B. WOODWARD  
Times Building,

NEW YORK

*Western Representative:*

JOHN GLASS

CHICAGO, Peoples Gas Building

# *Prepare Against German Commercial Frightfulness*

While we are crushing the military power of political Germany, there is grave danger of our overlooking the opportunity of preventing the resumption of that Teutonic commercial frightfulness which built up the industrial structure without which the armies of the Central Powers would today be helpless.

German trade methods before the outbreak of the great war were so ruthless that they alone should have barred her from the ranks of decent competition. She broke most of the fundamental laws of commercial exchange. She will do so again if she is allowed to.

The only way to prevent this is by so entrenching ourselves in foreign markets that the commercial shrapnel and poisonous gases of the German trade advance cannot dislodge us.

**We cannot, if we would, adopt German trade methods,** as we are so often urged to do. We ought not if we could. Individualism is the keynote of our industrial life, and our success in

Forget the fact that it is difficult to ship. Forget that your facilities for production are almost

We cannot, if we would, adopt German trade methods, as we are so often urged to do. We ought not if we could. Individualism is the keynote of our industrial life, and our success in

Forget the fact that it is difficult to ship. Forget that your facilities for production are already overtaxed. Forget your inability to foresee what is coming, for you never could, anyhow.

Get in touch now with anxious foreign buyers. Ship them what you can. Show them that, even if you can ship but little in the immediate future, you have their interests at heart.

Never mind the volume of sales just now. Build up good will in foreign markets and you will see the results for generations.

**There has never been such an opportunity to create good will in foreign markets.**

Our government cannot do this for you. Trade associations cannot do this for you. Other manufacturers cannot do this for you. You must do it for yourself.

The combined effect of good will campaigns by thousands of our manufacturers will be irresistible.

Do your part. Export American Industries, the official international organ of the National Association of Manufacturers, 30 Church Street, New York City, offers you the medium. This magazine for foreign business men commercially interested in the United States, has a circulation each month of 40,000 copies, guaranteed by monthly sworn statements and by membership in the Audit Bureau of Circulations.

# *McCall's Magazine*

Founded 1870

McCall's Magazine has the largest paid-in-advance list of subscribers of any periodical in the world.

A handwritten signature in cursive script, appearing to read "R. Gleeson".

Advertising Director

# Suggests a Plan for Insuring Better Color Results in Advertisements

Advertising Agency's Color Expert Would Have Printers, Engravers and Advertisers Search for More Exact Ways of Specifying Colors

WITH the recent advances in the volume of colored advertising the time is not far distant when it will be possible for an advertiser to specify a certain color effect by number or by chart, and be sure that he will get that effect in the final printing of the advertising.

This is the prophecy of Ben S. Nash, manager of production of Frank Seaman, Inc., and chairman of the Committee of Mechanical Production of the American Association of Advertising Agencies.

Mr. Nash, who is a close student of the subject of color and color reproduction in all its phases, was talking before the New York Club of Printing House Craftsmen, a gathering of master printers, engravers and printing ink makers in New York last Thursday.

In all he said he wanted it to be understood that he was simply dropping ideas and suggestions at random, appreciating that some of them were undoubtedly idealistic and radical, and perhaps not practicable for immediate adoption. He was simply looking into a far future.

Mr. Nash's belief is that the time is coming, in the interests of better color work as judged by the final results, when the artist will make his drawing with full knowledge of the possible effects on the beholder, and with a proper realization of the mechanical limitations that demand great pains in seeing that his color combinations are capable of reproduction as offered, without the adjustments that take place all down the line so often under present conditions, from the artist, through the engraver, to the printer, the last man to handle the job before the public gets it. Then the advertiser will no longer have occasion to remark, "That isn't the

same thing that I saw in the proof or drawing."

The time has come, said Mr. Nash, for standardizing processes and methods, so that when a certain result is sought, it shall be certain of attainment.

In starting his subject, Mr. Nash said that his organization has made an investigation among ten magazines and found that in the eight which answered the inquiry there was an average increase of colored advertising in 1917 of 45.75 per cent over 1916. This increase, he explained, has taken place in the desire of the advertiser of different or similar products to gain attention and more adequately to present his message. He sketched the growth in the volume of color advertising, and after remarking on its progress through the "pretty girl picture" stage to the present day, expanded on the recent strides in color advertising for selling the service rendered by the product advertised.

"Why do we use color? Some of the purposes of color are to affect certain persons in certain ways—either to give pleasure, or to make them act. In advertising, in other words, the effect sought is to make them dig down in their pockets, or to create good will.

## FAR FROM KNOWING ALL WE SHOULD OF COLORS

"Some day I believe there will be a Color College to conduct research into various fields of color usefulness. Meanwhile, in our everyday business, we've got to get more definite methods of specifying colors for reproduction. It is not impossible to believe that there can be developed a way of numbering combinations by charts, so that instead of saying 'make that green more yellow'

'low,' in the proof, we will get to a point where we can state a color scale and all men will know it alike, just as definitely as the musician knows what you mean when you say B flat.

"I was much interested recently in overhearing in a restaurant a group of artists in conversation. One of them was discussing a design of his that had been accepted, except that the background would have to be changed. 'What are you going to make it?' one of them asked, and he said, 'a green, olive-gray.' It is by just such indefinite standards of specification that losses take place between the original design and the finished product. The artist makes an impossible combination, not with a knowledge of the end in view, but simply applying the color as it pleases him. Adjustments are necessary before the engraver can even achieve an approximation of the intended design, and further adjustments are necessary when the printer has to strike a compromise in color scale between his front cover and the advertiser's back-cover copy.

"How can color specification be reduced to a standard to eliminate losses? The okay by the printer or the client doesn't mean that the final work is rightly done. If a change takes place where the original was perfect, there is a loss. If the right color was used to get a certain effect and something causes it to change, it just doesn't do it.

"As I have said, the artist of commerce hasn't always a complete understanding of color and its psychological effects, but tends to make a combination that pleases him from a pictorial standpoint only. If red on orange will work a desired effect on the reader, and the artist happens to have a china-blue gown in the studio the tone of which he likes, he may use this instead. It may make a more beautiful picture, but not as effective a selling message, and a waste takes place. The artist of commerce must know what are the different effects of different colors on peo-

ple. Further, he must keep in mind as he paints what the printed result of his finished drawing is going to look like, so as to make his original drawing conform accurately at the beginning to the intervening mechanical limitations of color engraving, paper and printing, thus to anticipate and forestall losses on the way. As it is now, he often puts in many things that would be desirable, but are impracticable, and often do not add anything to the result.

#### PREDICTS WHAT IS TO COME— PERHAPS

"There may be a time when there will be filtering eyeglasses so arranged that when the artist is painting, his glasses will make the difference between the final result and what he paints, the adjustment taking place in the glass. There will be color charts for the artist of commerce to follow whereby the advertiser will get in his printing much nearer what he was shown in the finished drawing. This will save the costly waste of re-proving and revising. We must work to standardize process inks so that the result in one engraving plant will be the same as in another and be practicable on the press.

"It may be possible some day for a magazine to have sets of three or four process scales, so that it can furnish the advertiser or his agent with, say, three of these scales that will be applicable to a given issue, that he can be guided in making his drawing. Then when the client asks, 'Will it look like that in the magazine?' he can be told 'Yes.'

"When you consider the hours of care that enter into the planning and preparation of an advertisement for a back cover it is reasonable to expect that some plan of co-operation can be devised that will assure results more like the original.

"A good rule is that no proof shall be approved until it has been proved on the stock which it is going to run. It is better to mark copy released to catch a due date

'passed,' rather than 'to pass,' because it may not be strictly okay when it appears."

It might be possible, the speaker suggested, for various group associations, starting from the printers, working back through the electrotypewriter, engraver, to the source of the drawing, by referring jobs to organization committees, to find out in the average where the responsibility for adjustment lies, and to recommend back to the next group suggestions for remedying conditions, so that gradually definite standards would be evolved, tending to eliminate some of the uncertainties of present conditions.

"This would mean that things would start out right and end right. Engravers must co-operate with the art buyer and artists. Instead of accepting jobs with the promise that the results will be the same as the finished drawing, if there is any doubt about it, it would be best for the engraver to point out what adjustments will be necessary before making a promise, so that the drawing can be modified to meet the conditions. This should be done before the drawing is ever shown to the client, so that the chances of his being disappointed will be lessened.

"I appreciate the limitations to this plan that exist in the too prevalent necessity for rushing out work, but I look forward to the time when plans can be made for a given color job six months to a year ahead, so that all these problems can be met.

"Commercial artists should think along these lines, and build up their drawings carefully from the bottom, with the end in view and the mechanical processes intervening always in mind."

One engraver present justified the practice of the engravers in furnishing carefully proved proofs which undergo losses in the process of printing by saying that the engraver's proof presses work much more slowly on flat beds, whereas the losses occur when the printer adjusts the colors to compromise with his front-

page tones, and that the printed job is run off on rapid presses, often from curved plates. Mr. Nash replied that this simply strengthened his points. If the finished job can't under the circumstances be the same as the engraver's proofs, or the artist's drawing, it would be much better to explain carefully to the advertiser beforehand just why he cannot expect the final result to be as good as the original. Until such time as matters have worked into a state of such standardized co-operation that this can be expected, it would be better if all hands would show copy to the client more nearly like the probable result, so that he will understand why, and not be so liable to be disappointed. If the engraver contends that his methods of proving advertisements are quite different from the printer's, it is up to him to devise a way for pulling proofs that will more closely approximate the final job.

#### Says German Agents Usurp U. S. Trade-Marks

American trade-marks and trade names are being registered in South American countries by German agents in their own name, according to the *Boot and Shoe Recorder*, of Boston. Priority of application confers title to the trade-mark in many of these countries, as has been repeatedly pointed out by PRINTERS' INK.

Referring to this action by Germany—for it seems to be quite obvious that the theft of American marks of origin is instigated in Berlin—Everit B. Terhune, general manager of the *Boot and Shoe Recorder* Publishing Company, says:

"No more effective way of preventing the manufacturers of the United States from doing business in the future could have been conceived by the far-reaching hand of Germany."

#### William J. Peck Joins "Leslie's"

William J. Peck has resigned as general sales manager of the National Thrift Bond Corporation, of New York, to become a special representative of *Leslie's Weekly*, New York, in the Eastern territory. For five years previous to his connection with the National Thrift Bond Corporation he was general sales manager of the Barrett Adding Machine Company, of Philadelphia.

## U. S. to Furnish Uniforms at Cost

The Jones Bill, Passed by the Senate, Alarms Clothiers the Country Over—Still a Chance for Private Purveyors, However, If They Carry On an Educational Campaign

THE campaign to stabilize the price of officers' uniforms, described in PRINTERS' INK of March 14, came not a moment too soon to reassure the army of retail clothiers and other merchants throughout the country who are acting as distributors of ready-to-wear uniforms and accessories.

Letters reaching Senator Jones, of Washington State, author of the bill that bears his name, and other members of the upper house of Congress who voted for the measure referred to, show that scores of storekeepers throughout the land, and particularly in the vicinity of the military camps and cantonments fear that Uncle Sam is to cut into or wipe out their newly cultivated uniform business.

### RETAILERS HAVE STOCKED NEW LINE HEAVILY

Judging from the correspondence coming to Washington, the unrest of the retailers in clothing and kindred lines arises not so much from a prospect of smaller turn-over in future as from misgivings as to what is to become of uniform stocks on hand. Many of the merchants declare that, in anticipation of a steady trade (an impression justified by the fact that the Quartermaster Corps had furnished no uniforms, etc., to officers since this country entered the war last April) they have stocked up heavily with ready-made uniforms. Other storekeepers explain that having never, until the past few months, stocked uniforms, they had to rely upon guesswork and have overbought. All alike fear the effect upon their

business if the House of Representatives follows the example of the Senate and passes the Jones bill which authorizes the Government to furnish uniforms, etc., at cost.

It is realized, of course, by all who have looked into the matter that there is nothing in the Jones Act that, if enacted, would compel officers to purchase only from the Government, but it is feared that newcomers in the Army will be impelled to purchase from the Government if they are not "educated" as to the differences between Government service and private service. There are officers of experiences in both the Army and Navy who habitually purchase all manner of commodities from private sources rather than from the Government because of elements of "service" and of style that are involved. But it is not to be expected that the new Reserve officers will, at the outset of their careers be "wise" to such secrets. Hence, the current pressure of clothing retailers upon manufacturers for educational copy that will play up "cut," "style," "fit," etc., as well as quality of workmanship.

Another good reason for educational advertising of uniforms is that there have been exaggerated reports of the differences in the cost of uniforms from private sources and from Government storehouses. In their anxiety to make a favorable impression for the Jones bill some of its backers have given out figures that are declared to be grossly inaccurate and misleading. In some instances it has been represented that Uncle Sam will sell finished uniforms at prices considerably lower than the actual cost of cloth and material, taking no account of cost of labor, transportation, etc., to say nothing of such more or less intangible factors as differences in tailoring, etc. The question of advertising policy involved is of wide application inasmuch as it involves the private merchandising not merely of officers' clothing but likewise of hats, shoes, ornaments, etc.

# HERE'S REAL CO-OPERATION



## It Reaches Your Distributors

### Send for It Now!

Every manufacturer who wants to do business in the Chicago market will find in "THE AMERICAN RETAILER" an effective ally.

If you desire to receive the paper regularly your request will place your name on the mailing list.

Chicago retail merchants having a commercial rating, will receive the AMERICAN RETAILER every month.

It is published by the CHICAGO EVENING AMERICAN in the interest of better merchandising. Its purpose is to develop effective dealer co-operation in behalf of manufacturers who advertise their products in the CHICAGO EVENING AMERICAN.

*It is the "tie-up" between your distributors and your trade-mark*

## The CHICAGO EVENING AMERICAN

Pacific Coast Office: Foreign Adv. Dept. 4  
Call Bldg., 326 W. Madison St.,  
San Francisco, Cal. Chicago New York Office  
1789 Broadway  
New York City



## Advertisers served by Fuller & Smith:



The Aluminum Casting Company,  
"Lynite" and "Lynux" Castings.  
The American Multigraph Sales Company,  
The "Multigraph."  
The Austin Company,  
Standard and Special Factory-Buildings.  
The Beaver Board Companies,  
"Beaver Board."  
Borton & Borton,  
Investment Securities.  
The Bourne-Fuller Company,  
Iron and Steel Jobbers.  
Burroughs Adding Machine Company,  
Figuring and Bookkeeping Machines.  
The Central Brass Manufacturing Company,  
"Quick-precision" Faucets.  
The Cleveland & Buffalo Transit Company,  
Lake Steamship Lines.

The Cleveland  
Moulding  
Company  
The Cleveland  
Wholesale  
Company  
The Glidden  
Varnishes  
Finishes  
Ivanhoe-Regal  
"Regent" Line  
"Ivanhoe"  
The Joseph and  
"Clotheral"  
Clothing  
Landon School  
Correspondence  
National Lamp  
Mazda Lamp  
The Peck, Stow  
Mechanics  
and Machinists  
Pittsburgh Gage  
"Galmader"  
"Galmader"  
The M. T. Silver  
"Silver Style"

# Fuller Advertising

PRINTERS' INK



Cleveland Company,  
Moulding Mouldery Supplies.  
Cleveland Foundry Company,  
Wholesale M  
Glidden Co  
Varnishes Household  
Finishes.  
"Regent" Household  
"Regent" Electric Co.,  
"Regent" Hardware;  
"Ivanhoe" Co.  
Joseph and Son  
"Clotheraid" Clothing  
School of  
and Cartooning.  
Correspondence  
National Lamp  
Mazda Lamp  
Peck, Stow & Wilcox Co.,  
Mechanics' Tools  
and Machin  
burgh Gauge Company,  
"Gainaday" Testing Machines;  
"Gainaday" Co.  
M. T. Silver  
"Silver Style" Coats.

Hotels Statler Company, Inc.  
Hotels in Buffalo, Cleveland, Detroit and  
St. Louis.  
J. Stevens Arms Company,  
Firearms.  
John R. Thompson Company,  
Restaurants in 38 cities in the United  
States and Canada.  
The Timken-Detroit Axle Company,  
Front and Rear Axles for Motor Vehicles.  
The Timken Roller Bearing Company,  
Roller Bearings.  
University School.  
College Preparatory School.  
The Upson Nut Company,  
Manufacturers of Iron and Steel Products.  
Westinghouse Electric and Manufacturing Co.,  
Central Station, Railway and Power Plant  
Equipment, Motors, Fans, Heating De  
vices, Automobile Starting, Lighting  
and Ignition Equipment.  
Willard Storage Battery Company  
Storage Batteries.



er  
sin  
**Smith**  
Cleveland



# Why Some Advertising Doesn't Get Salesmen's Co-operation

Sales Manager Should Let a Portion of Salesman's Time Be Devoted to Selling the Advertising to Dealers

By a General Sales Manager

FOR a month I have had it in mind to win a recruit for advertising. The ninety and nine are safe in the fold, but there is one beyond the pale that needs help. Let me try to give him assistance.

I refer to the person who signs himself "Salesman," and who told in *PRINTERS' INK* of February 21 why he doesn't co-operate with the advertising department when on the road. Although the name of his company is unknown to me, I venture the belief that the concern I represent is as well known up and down the land as his. As general sales manager of this organization, I feel competent—in humbleness be it said—to tell Mr. Salesman that he *ought* to co-operate more efficiently and to point out what is lacking in his organization that he does not do so.

To review briefly the situation of the non-co-operative salesman, be it said that he is a very busy man—has a large territory, many dealers and much work to do in the way of sending in reports to the sales, collection, credit and repair departments of his house. He is expected to *make sales* or tell the reason why. Sales are the *summum bonum* of his business life. He would like to make dealers acquainted with the advertising plans, but it takes time and he receives no tangible credit for such work. The sales manager is the man who determines whether he is worth his salary and hence he strives to add, constantly add, to his immediate sales.

In this brief paragraph, perhaps, it is impossible to do "Salesman" justice, but that is his case in a nutshell. Likewise in a nutshell, here is the trouble with his company:

*The sales manager is not sold on advertising.*

It is personal fear of the sales manager that dominates this salesman, and, where such fear is, salesmanship at its best cannot be shown.

The advertising manager is not properly welded into his organization or else the salesman is not properly coached.

## SALES MANAGER MUST BE TAUGHT ADVERTISING

Let me elaborate. There is lack of co-ordination between the sales and advertising managers, for the reason that the sales manager is not sold on the value of the reports asked for by the advertising manager or else the latter is asking too much and does not recognize that a salesman is not a book-keeper. Information supplied the advertising manager is for use while the salesman is away from the territory; in other words, with accurate information, the advertising follow-up and the material sent to the prospects have greater value. The sales manager is able to direct his efforts to men with whom he is somewhat acquainted through the introduction of the salesman. Unless the sales manager realizes the value of advertising in promoting sales, of course, he will insist on his reports being compiled prior to the reports of the advertising manager. He may even pass it over with unconcern if the salesman entirely ignores the requests of the advertising department for help.

The whole article written by this salesman seems to me to be a plea for time to talk the advertising. He is fearful about his job. Any sales manager who controls his salesmen through fear of this sort is not the type of man that will get all there is out of a salesman, nor can a salesman get all there is

off his territory when he has this feeling in his heart.

It seems to me that the real problem in this business is for the advertising manager to sell the sales manager the value of the work he is doing. He cannot do this unless he has personal knowledge of conditions on the territory covered by the salesman. The advertising manager should travel, should sell goods and know the conditions of the dealers; then make his copy fit the individual conditions.

The minute an appeal for the help of a salesman comes from the advertising department it would be recognized by the sales manager and by the salesman as of real value and half the trouble would be over.

#### SALES DEPARTMENT WILL APPRECIATE THIS KIND OF HELP

Then the practical side of the advertising manager must be brought into play and sold to the sales manager so that the latter will realize he is talking to a regular guy, a fellow that understands selling, not only on paper, but out of a grip.

One of the principal duties of an advertising manager is to sell his own organization the value of the work he is doing. He should get down off his high horse, forget the blue-sky stuff, talk through a definite knowledge of conditions, get out and sell goods and know the kind of dealer the copy must appeal to. He should bring in an order once in a while and put it on the S. M.'s desk—work with him and not as an individual in an entirely different field.

Unless the advertising manager can sell the salesman the value of advertising as promotion of sales and the building of sales volume, of course, he cannot expect co-operation. The salesman who goes out with the idea that advertising is simply advertising and has no selling value cannot interest the proposed buyer. The buyer has to be sold on the value of this advertising as a promoter of sales and an increase of volume or else he is not interested. If he is in-

terested he will give all the time that the salesman wants to talk, for he will realize that by following the ideas outlined he can increase his volume of business. The salesman also increases the size of his orders, which is what he is out for and if it does not come this week it may come in redoubled amounts next week or come when he is off the road on another territory.

Maybe I am barking up the wrong tree in trying to convert this salesman to the value of advertising. It is likely that he would be a pretty good booster of advertising if his chief could be made to see the light. I suggest that he get said chief to read this modest effort of mine, or, better yet, to read *PRINTERS' INK* regularly each week.

#### Suggests Slogan to Unite People for War

THE S. S. WHITE DENTAL MANUFACTURING COMPANY PHILADELPHIA, March 22, 1918.

*Editor of PRINTERS' INK:*

The March 14 issue of *PRINTERS' INK* published an article: "Every Business Has Its Waste—Have You Cut Out Yours?" The message was a good one—one that American business can well afford to heed. Particularly apt was the reference to "War Psychology."

Along this line, why not a national slogan

"YOU MUST HELP WIN THE WAR" displayed wherever printed publicity in any form is used? And prominently displayed. Not a whispered appeal from an obscure corner of a page ad; but a stirring, nation-wide call, reiterated a million times

In the pages of our magazines and weeklies—

On signboards, shop and home windows—

In factories, shipyards, munition plants and mills—

On barns and trains—

On letterheads and envelopes and packages—

Wherever there are eyes to read and hearts and hands to pledge loyalty and service.

What does *PRINTERS' INK* think of the psychological possibilities of such an idea, and its development by the advertising men of America?

LEICESTER KNICKERBCKER DAVIS,  
Advertising Department.

*Shoe Findings*, Chicago, which has been a monthly publication, is now published twice a month.

## To the Wise:

The present printing requirement of The Mother's Magazine is 650,000.

The present advertising rate is based upon 500,000.



A handwritten signature in cursive script, appearing to read "Keith Evans".

*Advertising Director*

June Number  
Closes April Fifth



*When you need a million booklets*

You are just as likely to need a million booklets in a hurry as though the edition were only five thousand. Our composition equipment is tremendously productive. Our forty presses are always clamoring for new pages. You save time and money when we do your big run. Ask for our book, "Big Runs." It tells why we "deliver the goods" and how.

**The Jersey City Printing Company**  
Jersey City, N. J., U. S. A.



# New England Wholesaler Takes Up Cudgels for Corner Grocery

Uses Advertising to Win Back the Good Will of Consumers, Lost in the Trying Sugar Situation

THESE are any number of ways manufacturers and jobbers may be of service to the retailer. They are being constantly noted in PRINTERS' INK. A method that is entirely dependent on consumer advertising is being used with success in New England, and it is one that may very well be indexed for possible use elsewhere, under more or less similar conditions.

The P. M. Leavitt Co., of Boston, is a wholesale distributor of sugar, flour and similar products. In this connection the company serves several thousand grocery stores, principally small ones of the "corner" variety, in and around Boston. The sugar shortage naturally put a big crimp in its business. To many a prosperous local grocer to whom the Leavitt company was in the habit of selling not less than ten or a dozen hundred-pound barrels of sugar weekly it has of late perforce been able to supply only a fifth to 40 per cent of his normal supply.

While customers were more or less aware that this was absolutely unavoidable on the part of the wholesaler, at the same time they naturally had to listen to a whole lot of grumbling and "kicking" from their customers.

There was another side to this question, which was causing a great deal of concern both to the Leavitt company and to their retail customers. Unable to obtain sugar from the neighborhood store, many of their customers went to the big metropolitan grocery stores and markets of Boston in an endeavor to eke out their supplies. Of course, these stores were anxious to get new trade, and for some reason many of them seemed to have a larger percentage of their normal supply of sugar delivered to them

than did the outlying and smaller fry in the trade.

Besides this natural desire to corral new customers the larger grocery stores were trying to obey Mr. Hoover's orders that they were to sell sugar to applicants whether they bought other groceries or not. Of course, many of the new buyers at the metropolitan groceries, in an endeavor to get sugar, did purchase other groceries, and in many instances opened accounts with the larger concerns, and became more or less regular customers.

#### ADVERTISES TO ALLAY CRITICISM

This loss of trade was, of course, felt very acutely by the little fellows, and naturally they let out their spleen on their wholesalers. As one of the largest distributors of sugar and similar groceries in New England, the Leavitt company got a great many hard words from its customers, and was at its wits' ends to do anything. The number of people who stopped trading at the corner groceries was growing daily, and the latter realized that many of these people would continue to give their trade to their new dealers even after the sugar shortage was a thing of the past.

So both to help its customers and incidentally to plug its own game it decided to run a series of advertisements in the daily papers most largely circulated in and around Boston, to try to stem this tide of trade to the big urban grocery stores and to win back as many customers to the little fellows as possible.

The advertisements that have appeared so far are three columns wide and about fifteen inches long, so there is no chance of their not being seen and widely read. The first one was headed by a drawing of a smiling grocer,

looking over his counter and backed by his shelves. The advertisement is headed "A Faithful Servant of the Neighborhood," and reads as follows:

"When times are hard, and supplies are growing scarce, and prices are going up like a balloon, and everything seems to go wrong, it's good to stop now and then—and think of things we can still be thankful for.

"There's the corner grocer, for instance. What could we do without him? He's more—much more—than a city merchant could be. He's a friend—an old friend—of the family. He's one of a group that help to make family life livable—along with the family doctor, the nearby druggist, and the shoeman. And you see him the oftenest of any of them—for he deals in the greatest of all necessities—FOOD.

"When Nellie's child was getting over scarlet fever, and you wanted to give her 'something different' to eat—when Tom and his wife and the four kiddies blew in from the West unannounced, and you hadn't a thing in the house—who was always ready, with his genial smile, and his chat about folks and foods, to meet the emergency—in season and out of season—early and late?

"We say it's good to remember the neighborhood grocer—particularly at this time—because some there are who are now deserting him—leaving him in pique because he was powerless to meet an extraordinary situation. But who could have long anticipated or met the tremendous sugar shortage—an affair of nations, not of individuals? Could YOU?

"So if tempted by the lure of temporary supplies in a commodity that all will soon again be delivering you have deserted the 'family friend'—think what it would mean to the comfort, convenience, and even happiness, of your neighborhood if there were no corner grocer to minister to its needs—and go BACK to him again. You'll find him there waiting, with his smile—a faithful and helpful friend to tie to."

The two other advertisements in the series that have appeared so far were headed "The Friendly Little Store Around the Corner," and "Partners in Making the Dollar Go Farther," respectively. Each of them was worded in the same friendly spirit as the first one, and each spoke of the convenience and necessity of the corner grocer as an adjunct of modern life, especially in suburban environments.

One of them, as if to emphasize the convenience of the neighborhood grocery, plotted half a dozen village blocks, with houses, garages and shade trees marked in. "The Corner Grocery" was prominent on the map, and connected with it by a dotted line was "Your House," just around two corners and a couple of blocks away.

#### A TOAST TO THE GROCERY MAN

"There's one mighty good feature of a time like this," the advertisement reads. "The temporary hardships give us at least a hint of life as our grandfathers lived it. Not now and then, mind you, but ALL the time—for lack of the comforts and conveniences of to-day to which we have become blinded through familiarity.

"The 'good old days' when they got a brief flame from steel and tinder, fuel from wood, and light from oil lamps. And when grandma, who had never taken a course at Simmons, found she was out of saleratus, grandpa had to drop his work in the middle, hitch up, and drive, grumbling, the several miles to 'market.'

"NOW—we merely pick up that modern contrivance, the telephone—and presto! there's the grocer's boy a-knocking, with a yeastcake in his hand! For, unlike 'Topsy,' the neighborhood grocer didn't 'just grow.' He came as naturally, as inevitably, as the electric cars. We simply couldn't keep house without him.

"What would the manufacturer who brings out a better shortening, or a spicier sauce, do, did he not have the corner grocers to

**For Our  
ADVERTISING MANAGER**

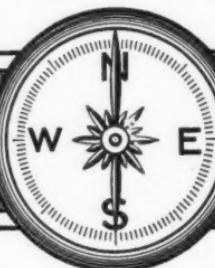
we wanted a Man; a man with not all his Achievements in the future; a man with not all his Record in the past. We wanted a man with Ideas as broad and enterprising as our own; a man who could recognize Our great possibilities as clearly and enthusiastically as we could recognize His. So we secured

**FRANK W. NYE**

After March 31st he will direct the Advertising of

**Hearst's  
*Magazine***

*The Hartford Courant  
Encompasses a Vast  
Buying Territory*



East, South, and Southwest of Hartford are three important cities; Manchester, noted for its silks, Middletown, with its varied and rich manufacturing industries, and New Britain, the Builder's Hardware City.

# HARTFORD COURANT

is their only morning paper,—in a territory aggregating 86,300 population. It reaches the real buying people who gladly pay 3c for it.

To include the Hartford Courant is to thoroughly cover Northern Connecticut.

**Week Day  
Circulation  
over 20,000**

**Sunday  
Circulation  
over 23,000**

## **The Hartford Courant Hartford - Connecticut**

Foreign Representatives  
**GILMAN & NICOLL**

New York  
World Bldg.

Chicago  
Tribune Bldg.

stock it and demonstrate it? Or how long before WE would try it—no matter how GLOWING the advertisements were—if your friend and my friend, the neighboring grocer, did not put his seal of approval on it?

"In season, and out of season—during food shortage and when everything is plentiful—the good old corner grocer is sticking to his post—serving the community—doing the very best he knows how. STICK to him, friend—you won't regret it!"

The advertisements have gone far to accomplish their twofold purpose, for they have sent many customers back to the smaller stores, and they have done much to prove to the retail grocers that the Leavitt company has their interests at heart, and is willing to spend real money to prove it and to boost their game, even if it boosts its own at the same time.

Another fact that helped the campaign along is that two of the big Boston dailies which carried the advertisements also referred to them prominently in their editorial columns. The Boston *Herald*, under the caption "The Village Grocer," said:

"We are glad to see in one of our advertisements this morning a good word for the local retail merchant, whom it describes as a 'Faithful Servant of the Neighborhood.' It has seemed to us that much of the tendency of recent national legislation has been antagonistic to these country merchants. The parcel post, for example, plays into the hands of the big mail-order houses of Chicago, and against the accommodating near-at-hand merchant. We have never been enthusiastic over this development, because we have realized that the United States Government would bury the loss of the enterprise in general taxation. The country merchant does not have the United States Government to bear the burdens of his business for him. He has to support the Government in its varied agencies and activities, some of which militate against his own prosperity."

### Circumlocution

Insatiable Curiosity sent two five-cent stamps to the Patent Office in Washington in payment for two copies of a patent report in order that his curiosity might be satisfied. He received in return mail a courteous letter from a Treasury official announcing that no more copies of the patent paper were in existence. The ten cents in stamps, letter said, had meanwhile been turned into the Treasury in payment for something the Treasury could not supply so it was held to the credit of Mr. Curiosity and would be refunded to him on requisition.

Mr. Curiosity invested in another sheet of paper and envelope and a three-cent stamp and asked for a return of the ten cents paid for goods the Government could not supply. Then he received a form to be filled out (the second bunch of stationery reaching him under Government frank) and dutifully filled out the form required. He used more stationery and another three-cent stamp, and finally received a warrant for ten cents from the Treasury, involving more stationery and another frank.

Moral—Guess what Government management for everything would mean.—*Wall Street Journal Straws.*

### Starts Campaign for New Style of Knitting Needles

Women have been using practically the same kind of knitting needles for hundreds of years. The material employed has varied, but their shape and general appearance have not been altered. The stems are usually long and round, although in some countries they are flat.

The Liberty Knitting Needle Company, New York, has recently brought out a new style of needle, for which special advantages are claimed in its advertisements, which are appearing in magazines and business papers. It is best described as two needles in one; that is, the long stem, which has a point at either end, is bent around so that the two points come together. The selling arguments emphasized in the full-page copy used are that the needles, being held in place, are easier to work, and that greater speed is possible than in knitting with the old-style needles.

The advertising campaign is largely educational in character, the advertisements being illustrated to show the needles in actual use.

### Carl Hunt in New Work for A. A. C. of W.

Carl Hunt, editor of *Associated Advertising*, Indianapolis, has been placed in charge of the Extension Division of the A. A. C. of W., a new department. He is succeeded by Noble T. Praigg, who has been with Mr. Hunt in the conduct of the publication.

George Stout, a former newspaper editor, has been appointed to aid Mr. Praigg.

# Ordnance Campaign to Get Skilled Labor

Without an Appropriation, It Nevertheless Secured Large Numbers of Skilled Workers

**W**HILE certain gentlemen in Congress decide wisely that it is beneath the Government dignity to advertise, and that appropriation of Government funds for such purposes is inadvisable, the Government uses advertising continually and with excellent results.

There are many former advertising men, now commissioned officers, who have had big advertising problems to meet, and with no appropriation available have had to inaugurate a campaign with the assistance of patriotic advertisers, campaigns necessary to the successful prosecution of the war, which would have been impossible without this co-operation.

Probably no other department of the Government has expanded as rapidly as the Ordnance Department of the Army, which today is the largest industrial enterprise in the world, and which within the next eight months will spend almost twenty times as much as the entire cost of the Panama Canal. This department has a large problem to meet in the question of personnel, especially in enlisted men. At the beginning of the war, it is understood the Ordnance Department consisted of ninety-six officers and less than 1,000 men. At the present time there are almost 2,000 officers and about 20,000 men in the Ordnance Department. This large increase in personnel was made doubly difficult by the fact that both officers and enlisted men must be experts in technical lines.

In enlisted men the Ordnance Department needed experts in every line, from blacksmiths and boiler makers to ice-machine operators, optical repairmen and pump engineers. The inquiries coming into the Ordnance Department in the early fall were averaging about five to ten a day from the experts wanted. The problem was

to secure at least ten to fifteen thousand men skilled in various trades in a very short time, and securing these experts at a rate of pay very considerably below the rate these men were earning. It was necessary that the men be made to feel their own importance and their responsibility in the war, and that the attention of their neighbors should also be focussed upon the idea of the individual's responsibility.

To meet this problem the use of advertising in large national magazines was essential to furnish inquiries from men skilled in the trades needed and also back up the work of local committees which were sent to large industrial centers. There was no definite appropriation set aside for advertising. It was necessary that the aid of national advertisers be enlisted in this plan and their aid was promptly forthcoming.

## THE ADVERTISERS WHO HELPED

Three large national advertisers, the Walter M. Lowney Company, Colgate & Company, and the Washburn-Crosby Company allowed the Ordnance Department to use the space which the advertisers had contracted for. An effort was made by the Ordnance Department to link up the copy with the advertisers' plan, so that space was not entirely without value to the advertisers giving it up. For example, in the *Saturday Evening Post*, on the back cover, December 15th, the title "Over the Top Eventually, Why Not Now" was used; and in the advertisement which Colgate & Company gave, the following phrase was inserted: "Good Teeth — Good Health are essential in Ordnance —as in all walks of life, civil or military."

The first advertisement appeared in the *Literary Digest* for

November 5th, in space donated by the Walter M. Lowney Company, and it is understood that almost 1,200 replies were received from this one advertisement alone. Advertisements also appeared in the *Independent* and *Red Book Magazine*, the space donated by the Lowney company. These were followed by the back cover in the *Saturday Evening Post*, donated by Washburn-Crosby company, and also by the two back covers, donated by Colgate & Company, one on *Popular Mechanics* and one on *Popular Magazine*, the illustrations for which were drawn by Walter Whitehead of the Frank Seaman Agency. The copy for the Lowney advertisement was furnished by the Blackman-Ross Company. The engraving for the Colgate contribution was furnished free by the Beck Engraving Company, of New York. At the same time officers from the Ordnance Department opened recruiting stations in New York City, Chicago, Hartford and other large industrial centers, and inquiries from the national advertisers were referred to these local branches for follow up. Men who would otherwise not have heard of the Ordnance Department at all, promptly wrote in to the Ordnance office offering their services to the Government, and the inquiries increased at the rate of several hundred per cent.

A series of follow-up letters from the Ordnance office was sent to each man whose inquiry was received, telling him his services were needed, and advising him of the proper method of enlistment. A small booklet of the department, "What It Is—How to Enlist," was also sent to each inquirer who answered the advertisement, and almost 40,000 copies of these booklets were distributed as a direct result of the advertising. Stories were also sent out to about 180 trade journals, serving the kind of readers needed by the Ordnance Department, and in this way the names of skilled

men in such special lines as lens grinders, tent and awning makers, polishers and millwrights were secured.

In addition to writing direct to the Chief of Ordnance, the advertising copy gave each man the alternative of going to the nearest recruiting station and asking for an application blank for the Enlisted Ordnance Corps of the National Army. As there is a recruiting station in almost every

**Men wanted  
for the "Army  
behind  
the Army"**

**Nail this up where  
men can see it**

The Enlisted Ordnance Corps, National Army, wants you if you are:

- an Armorer,
- a Blacksmith,
- Auto Mechanic,
- Cross Worker,
- Carpenter,
- Cook,
- Gun Maker,
- Machinist,
- Mechanic,
- Packer,
- Saddler or
- Wheelwright

This "Service of the Rear" is vitally necessary for your comrades in the trenches.

Pay ranges from \$30.00 to \$62.20 a month. Men from 18 to 40 years who demonstrate their ability in their own line of work have a good chance to become non-commissioned officers. Free quarters, rations, clothing, bedding, medical and dental attendance.

Here is a chance to be a U.S. soldier for the period of the War—not to actually fight—but to work at your own trade for the men who do fight. Write today for application blank and full information. Address:

Chief of Ordnance,  
War Department,  
Washington,  
D. C.

*Space donated by  
The Walter M. Lowney Co.  
Boston, Mass.*

#### LOWNEY'S CONTRIBUTION TO THE CAMPAIGN

large city, the number of men who were induced by the advertising to apply in person was undoubtedly very large and cannot be estimated.

The entire campaign resembled very closely the distribution and sales method employed by large manufacturers, as the sales force in this case, consisting of recruiting officers, individuals who had volunteered their services in large industrial centers, secretaries of Y. M. C. A.s, and also a field force of officers who established headquarters in large industrial centers, all were furnished with a list of talking points which ap-

proximated the sales talk of road salesmen, and inquiries were handled in the same way that a large manufacturing concern employs.

It is understood that the Ordnance Department is to continue advertising in many different lines outside the securing of personnel, and that part of the advertising will be along the lines of selling the war to the workingmen, as outlined in PRINTERS' INK of a recent issue.

### Advertised Goods Cheap in Y. M. C. A. Huts

THE problem of transporting the tons of food products across seas which well-meaning friends and relatives are sending to the boys in France is becoming increasingly pressing as the expeditionary forces increase in number. In February, according to a report just issued by the Post Office Department, the volume of parcel post sent to the troops in France occupied 120,000 cubic feet of space on the ships. This would be a slice of cargo space 600 feet long, 20 feet wide and 10 feet high. The demand on tonnage of the railroads in France is so great that it frequently requires days before enough cars can be furnished to move the mail from the port to the interior of France.

It is pointed out that the Y. M. C. A. in the American Army camps in France sells crackers, cookies, candies, canned goods, chewing gum, etc., about as cheaply as they can be purchased here. On the itemized list of the Post Office Department it is interesting to note the following: Uneeda and Takoma Biscuits, each 9½ cents, and Adams Black Jack, Adams Pepsin and Spearmint gum, each 4¾ cents.

In the way of smokes, there are twenty-two varieties of cigarettes, from Pall Mall to Sweet Caporal.

There are seven varieties of jams, besides seven kinds of soft drinks, from grape juice to tea.

The list of things which the

boys in France can purchase at these recreation centers is summarized as follows:

Biscuits, books, brushes, bouillon, candies, candles, canned goods, holiday cards, chewing gum, chocolate, cigarette, cigars, combs, dental creams, various soft drinks, flashlights, fruit, handkerchiefs, heaters, jam, knives, leather goods, malted milk, condensed milk, evaporated milk, mirrors, nuts, pencils, pipes, razors, shoe polish, shoe laces, soap, sponges, tobacco, towels and woolen gloves.

"In view of the situation," says the Post Office Department, "it becomes the patriotic duty of the people in this country not to send to the soldiers in France eatables or any other character of articles which can be bought from the Army or the numerous recreation centers that are established wherever troops are encamped."

### New Light on Canadian Advertising Conditions

Forty-six of the 119 daily newspapers of Canada made advances in advertising rates in 1917, according to the 1918 edition of "Lydiatt's Book" just issued by W. A. Lydiatt, of Toronto. The average increase is slight, however, and Mr. Lydiatt points out that a greater number of papers would probably have been forced to ask larger rates from advertisers but for the fact that they increased their subscription rates. A similar change in advertising prices is noted among a considerable portion of the magazines and agricultural papers.

In addition to the information upon publications, advertising agencies and other topics of an advertising nature, the book contains interesting tables relating to the industrial life of Canada, taken from census reports and other sources.

### F. S. McLintock Joins "Forum"

Frederick S. McLintock, formerly of the L. Middleditch Company, New York printer, is now associated with the *Forum*, of New York, as business manager and advertising director.

A. Wakefield, general sales manager of the C. G. Fleckenstein Company, Muskegon, Mich., manufacturer of "Flex-oak" leather sole, has resigned, effective March 31.

# Sticking to Our Knitting

**P**OSTER Advertising has always been our only business.

Our executives possess the sound knowledge and judgment of Poster Advertising which only specialization and long experience can make greatly successful in any business.

It is because we are specialists in posting that we can give sound advice regarding Posters. Our successes come from sticking to our knitting.

**Poster Advertising Co.**  
INC.  
POSTAL LIFE BUILDING  
511 Fifth Avenue      New York City

Atlanta  
Milwaukee

Chicago

Cincinnati  
Richmond

Cleveland  
St. Louis



DRAWING  
BY  
HENRY RALEIGH

*in the April  
Everybody's*

It was not enough  
that they visited  
their unspeak-  
able infamies on  
the aged—

But the children  
had to suffer too.

NO MAN born on this soil,  
no foreigner, who came  
here uninvited seeking a home,  
has the right to question why  
America is at war.

If there are such—let them  
read Brand Whitlock in the  
April *Everybody's*.

If then they doubt the justice  
of this cause; if they are not  
*proud* of the duty that America  
has assumed:

They have not hearts in their  
breasts; red blood in their veins;  
nor guts in their worthless car-  
casses.

Every American should read what  
our Minister to Belgium is writing—he  
should read it to harden his own  
resolution.

For the first time in the existence of  
our country authorized history from  
an official source is made public  
coincident with the events described.

It is tremendous and—  
It is news

**Everybody's**  
**MAGAZINE**

## "Cracker Jack" Advertises Price Raise

MANY of the five-cent confections—chocolate bars, nut bars, etc.—are now selling on the stands for six cents. As a rule, the purchasers understand the reasons and do not question the increase, although there is a tendency in some instances to believe that the manufacturers are merely raising prices because "everybody's doing it." Or it may even be, so these ultimate buyers reason, that the manufacturers have nothing to do with the increase—the candy merchants may be raising prices with no justification whatever!

Not having the announcement from headquarters that the price raise is justified on account of scarcity of labor, higher prices of materials, difficulties of transportation, etc., perhaps buyers can hardly be expected to understand the reasons for the increase. Rueckheim Bros. & Eckstein, Chicago, appreciated this when it became necessary to add a cent to the price of Cracker Jack, which they manufacture. They are advising the public of the change in newspaper advertising and through confectionery trade paper advertising are letting the retailers know of it. A portion of one of the Cracker Jack business paper advertisements is given herewith. Not only does it feature the six-cent price, but also points out that less cane sugar is used in the manufacture of Cracker Jack than in many other confections.

The advertisement is headed "Cracker Jack, the Famous Food Confection, Now 6c. and Worth 6c."

It continues:

Since its introduction twenty-two years ago, Cracker Jack, the Famous Food Confection, has been manufactured up to a standard 100% quality. That rigid policy never will be altered.

The public has been advised and are responding to the revised retail price—6c. a package. Through dominant newspaper advertisements in every section of the country the announcement

has been made. This advertising will be continued. Large consumer demand and acceptance will be created.

And Cracker Jack eaters, by the millions, appreciate that the 6c. price, at this time of unprecedented high manufacturing costs and scarcity of materials, is assurance enough that the famous uniform goodness and purity of product and standard size of package will be maintained.

**THE FAMOUS FOOD CONFECTION**  
has taken on a new importance in these days of intensive conservation of sugar, wheat and fats. It contains much less cane sugar than many other confections yet completely satisfies the candy appetite.

## "Obey the Law," Urges Liquor Wholesaler

A wholesale liquor house in New Orleans has taken a full newspaper page to urge saloons not to sell liquor to enlisted men in uniform, nor to civilians whose intention is known to be to sell it to soldiers. "We are with the Government 100 per cent," reads the advertisement.

"The War must be won! The nation is bigger than the individual! We all must help."

"The straight road to sincere service is plainly marked. Surely no true American will wander from the path."

## Barney Flynn Advanced With Simmons Co.

Barney J. Flynn, publicity manager of the Simmons Company, Kenosha, Wis., has been appointed assistant to the president of the company.

The Simmons Company is making steel beds for the Government, and Mr. Flynn's headquarters for the present are in Washington.

## Atlas Club's Annual Benefit Performance

The Atlas Club, of Chicago, will give its annual performance for the benefit of the Off-the-Street Club on April 1 in the Congress Hotel. The performers will present the "Atlas Military Minstrels and Advertising Review."

## Chipman Advertising Office Moved

The advertising department of Chas. Chipman's Sons Co., Inc., has been moved from New York to Easton, Pa., where the mills are located. The company makes "Chipman-Knit" silk hosiery.

## Alpha Cement Co. Appoints Agency

Barrows & Richardson, Philadelphia, are placing the 1918 advertising of the Alpha Portland Cement Company, Easton, Pa.

# Giving Dealers Leads for Business in "Their Own Front Yards"

Sidway Mercantile Co., by Its Thorough Use of Birth Records, Helps Distributors Do a Thriving Business in Baby Carriages

WHEN the stork arrives at the home of Mr. and Mrs. James Brown, 1448 Newlywed Drive, the item sooner or later finds its way into the records. It is reported to the health department of the municipality by the attending physician, and possibly is printed in the newspapers, either with other similar items, or, if the Browns are well known, as a separate piece of news, deserving the usual good-humored story that the unoriginal reporter turns out in such an event.

It is evident that where there is a baby there is likely to be a baby carriage, and equally evident that furniture dealers and other merchants who sell baby carriages would find Mrs. Brown a responsive prospect for equipment of this kind. Consequently it might be taken for granted that the retailers, who have easy access to news of this kind in their own home towns, would not need any assistance from the manufacturer of baby carriages in keeping tab on the peregrinations of the stork in their communities.

Yet one of the most popular "dealer helps" in the battery of business promotion features supplied by the Sidway Mercantile Company, of Elkhart, Ind., which has a large baby carriage factory, consists of information of just this character, developed a step further, of course, and given specific value from a sales standpoint by means of intelligent circularization.

Instead of being a superfluous and neglected feature, this form of co-operation is regarded by the dealers as one of the most helpful methods which the company employs. In the company's 1918 catalogue a Fresno, Cal., dealer is quoted as thanking the manufacturer for keeping him posted on "dope that happens in my own

front yard." In other words, the California merchant found that the Indiana company was able to give him leads for baby carriage sales that he would otherwise have overlooked completely. The prospects are so obvious that they are disregarded for that very reason.

The mother of every baby whose birth is reported to the company receives a folder telling her something about the Sidway line and offering her a variety of information. The effort of the company is to cover the whole field, but, owing to lack of complete vital statistics, this is not possible. That it is making headway, however, is shown by the fact that in 1917 1,020,000 of these birth circulars went out of the Elkhart office.

## BIG RETURNS FROM DIRECT SOLICITATION

Returns from this direct advertising effort, based on the usual results of circularization, are almost startlingly high, proving once more that a mother is more interested in the welfare of her child than anything else. According to J. A. Erickson, vice-president of the company, who is in charge of the Chicago branch, the average is fifteen per cent, which would mean 153,000 interested prospects as a result of this feature of the 1917 advertising.

But another very significant fact is developed by the character of the requests for information. In its circular the company offers four distinct things:

First, a chart by means of which the weight of the baby may be recorded, thus furnishing an index of its development.

Second, a booklet giving valuable suggestions on the care of the baby, written especially for young mothers.

Third, an illustrated booklet, printed in colors, showing the Sidway dealer line of baby carriages.

Fourth, the name of the nearest Sidway dealer.

It will be noted that the company puts first those things which are not of a commercial character, and in which its effort is obviously disinterested, the sales effort appearing in the latter two points. Yet more than two-thirds of all the cards which come back ask for the name of the nearest

help that we are able to offer."

So many leads of this kind are furnished, in fact, that the company has encouraged its dealers to undertake outside sales work, instead of confining it to the store. Many of the merchants have intelligent young women soliciting business of this kind on the outside, and so important has this become that the company has published a special demonstrators' book, devoted to the explanation of the various construction details of the Sidway carriages. The fig-

## Sidway Sales Helps For 1918

THIS is the window display—and it will dress up your window so no mother can pass it.

The Sidway sales helps are shown at our display, 1319 Michigan Ave., Chicago. See them if you can; otherwise write for catalog illustrating them.



SIMPLE WINDOW DISPLAY FEATURED IN BUSINESS PAPER ADVERTISING

dealer! The number, Mr. Erickson says, is something like 10,000 a month, and every card carries the name of a mother who is not only willing, but anxious to hear the sales story of Sidway carriages from the local dealer.

"The interest of the mother in her child is a universal proposition," said Mr. Erickson, "and can be depended upon absolutely. That is why this phenomenal return is possible. That is also why we are doing our best to make our system of birth reports just as extensive and just as complete as possible, because the sales material developed from them is one of the most valuable forms of dealer

ures diagramming the points of interest are drawn on a large scale, so that the demonstrator can explain them in a convincing way. In a pocket on the inside back cover of the book are carried photographs—not arbitrary selections from the line, but pictures of those numbers which the dealer actually carries in stock. In this way the demonstrator is equipped with a line of material that is calculated to get a large percentage of orders, and since she is backed up with constant additions to her list of prospects by the return of the birth cards, it is easy to understand why this method of solicitation has proved profitable.

As suggested, the demonstrator's book lays most emphasis on details of construction. The reason is plain. Every mother is in the market for a carriage, by virtue of having a baby; it is not a question of whether she will buy a carriage, but what carriage she is going to buy. The Sidway company endeavors to help her reach a decision by showing her the mechanical features for which superiority is claimed, and impressing her with the quality construction of its vehicles.

This is developed also in a new window display outfit that the company has brought out this year, one which is interesting from another standpoint—its absolute simplicity. It is said that the reason many dealers do not ask for the display material prepared by manufacturers is because it is too elaborate and requires too much time for installation. A good deal is said about the high-priced window display men of the down-town department stores and specialty shops, but the majority of country merchants are their own window trimmers.

A. H. Lord, advertising manager of the company, appreciated the fact that many of the small-town and suburban store proprietors, who do the biggest baby carriage business, would use a display only if it was economical in the amount of time required for its installation. The result of his efforts along this line is a display which involves pushing a baby carriage into the window and placing a number of cut-outs at appropriate points. To install the display should take not over three minutes, at the most. Yet it is just as effective as it would be possible to offer.

The cards show cute babies of the kewpie type in various attitudes, and the drawings are with reference to the construction features which they are intended to emphasize. For example, one, with the suggestion, "See that Sidway adjustable spring," is placed on the spring itself. Another, featuring the DuPont Fabrikoid hood, which is waterproof, is, of

course, put there. "Room to Play," says another, which goes inside, and so on.

To eliminate the possibility of error, a photograph is sent with the cards, showing just where they are to be put; while printed directions are also provided, telling the dealer in detail why the positions should be observed. Altogether, the statement of the company, "This display will dress up your window so no mother can pass it," seems to be justified by the attractive character of the material, while the ease with which it may be used gives it an especially strong appeal to dealers.

A moving-picture film, 100 feet long, which shows the ease with which Sidway carriages of the folding type may be manipulated, is another member of the dealer-help family of this company that has proved popular. This film is run at the dealer's expense. His name, of course, appears in the final flash. Plates of newspaper ads are also furnished free.

Many inquiries are received from the company's advertising in the women's magazines, and these, too, are turned over to dealers for use in promoting their local sales. The 1918 magazine advertising will continue without a let-up, for, as a matter of fact, the company regards itself as something of a war industry.

"In some of the States," Mr. Erickson explained, "the records show that since the war marriages have increased at the rate of fifteen per cent. Young men who expect to be called for service are getting married, and soldiers about to leave for the front are claiming their brides before they go. Marriages mean babies, and hence an increase in the number of matrimonial alliances cannot help benefiting the baby carriage business."

Incidentally, the interest of dealers in the business is being stimulated at the furniture markets this season by a sign over the Sidway display which says, "No matter what happens to the wheat, corn or potatoes, the Baby Crop never fails."

## Selling Goods to the "Subconscious Mind"

(Continued from page 8)

At the top is a Coles Phillips drawing of a charming girl sitting at her desk writing in her diary; and the copy says:

"Monday — 1913.

"Birthday check to-day from Tom. Reminded me that my old spoons were hideous. Banished them to the kitchen and bought Community Silver."

"Tuesday — 1913.

"Case of Community arrived. Tom saw it—Heavens! A million dollars!"—then collapsed. Fanned him with receipted bill.

"Tom convalescent. He insists I'm some shopper."

"Diary of Mrs. ——."

Then followed a photograph of

## COMMUNITY SILVER



"Dearest Phyllis

I am mailing another picture of the "Silver Caf"—the Community ad you liked so much.

I had my new Community Silver to go quite the vulgar among the smattering of silver here on dear old-fashioned Boston. At dinner last night Nancy said she would rather have Community spoons than eat Kate-green and remarked that she "would rather have Community spoons and eat." Immediately Percy Weatherup, that absurd Harvard classmate of Tom's, chided me for the conversation with—"I say, fine idea that—precious little use for spoons unless one does eat! What!!

—Bess."



COMMUNITY STERLING. Patterns design work. Ask your dealer for prices.

COMMUNITY PLATE. Circular silver plate. Ask your dealer for prices. For inquiries, 5211.

UOU

ONEIDA, N.Y.

ONEIDA COMMUNITY, LTD.

Also Makers of Oneida Community Plates for one year for 21 years on inquiries \$1.00, and Oneida Community Pie Pans.

**N**OTE.—Do not order COMMUNITY PLATE until you have seen it. To "Community" is no sensible investment or the money spent and exchanged is returned when the plate is melted down.

ONE OF THE SERIES OF "HONEYMOON" ADS, WITH THE ATTRACTIVE ILLUSTRATION AND TEXT

a fork in Sheraton design, and the words:

"Plate De Luxe. At your service for 50 years."

Another piece of copy in the same series was in the form of a letter from a bride-to-be, shown at the top of the advertisement with a big open chest of silver on her lap. The copy ran:

"August 1, 1915.

"Dearest Barbara:

"This is *most private*. Tom is urging me to set a day in October. Absurd, of course \* \* \* Still—I might consider December if I could be *sure* of getting a chest of Community exactly like Betty's. But you mustn't even hint this to Tom!!!

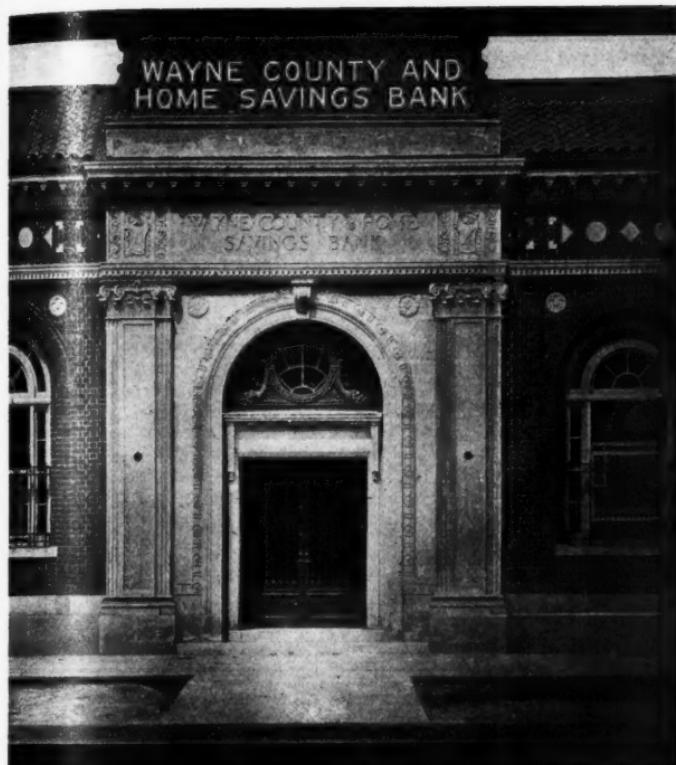
"—Constance.

"P. S.—Tom just called and insisted on our being married *at once*. I *positively refused*. \* \* \* So we compromised on the twentieth of this month—and, oh, Barbara! you're the first bridesmaid I've asked.

"P. S. S.—I'm going to have a chest of Community—a big one—even if Tom has to give it to me himself."

If any gentle or ferocious reader thinks that copy like this is too simple to be produced so carefully, the answer is, Just try it!

In both these series of advertisements, the Oneida Community has had to accomplish the difficult task of giving to plated silverware the same "aristocratic lineage" that is enjoyed by sterling silver. This has been done entirely by suggestion, and, of



## Why Bankers Standardize On Flexlume Signs

Imagine an ordinary electric sign on this building—a rough, crude surface of exposed lamps with a flashy background. It would be about the same as wearing a red necktie with evening clothes.

But this Flexlume Oplex sign is modest, unobtrusive—instead of spoiling the refined, simple charm of the building its clear-cut, raised white glass letters on a plain background lend finishing touch.

That is why the Peninsular State Bank, Detroit, with its many branches, and other banking institutions all over the country have standardized on Flexlume Oplex signs. They are the only signs in keeping with the dignity of a bank.

You need not be a banker to benefit by a Flexlume's distinctive atmosphere, nor the more obvious advantages that they are day signs as well as night signs, that they have greatest reading distance, that they call for fewer lamps and replacements.

Let us send you the Flexlume book "Twenty-Four Hours A Day" and a sketch showing how YOUR sign will look.

### THE FLEXLUME SIGN CO.

1439-1446 Niagara Street,

BUFFALO, N. Y.

Pacific Coast Distributors  
Electric Products Corporation  
941 W. Sixteenth Street  
Los Angeles, Calif.

Canadian Distributors  
Flexlume Sign Co., Ltd.  
St. Catharines, Ont.

# Bring Your Printing and Binding Troubles to Us

TROUBLE No. 1—Lack of Co-operation

TROUBLE No. 2—Poor Quality

TROUBLE No. 3—Lack of Efficiency

TROUBLE No. 4—Unsatisfactory Equipment

TROUBLE No. 5—No Concentration—work  
being done in several shops

TROUBLE No. 6—Mailing Inconveniences

These troubles have all been overcome in our establishment. Everything from copy to delivery at the post-office under our own supervision in the most complete establishment in the country for anything we may undertake

## OUR CUSTOMERS STICK

because they find here Co-operation, Quality, Efficiency, Equipment, Concentration and all those things that go to make life worth living to the publisher of catalogues and publications

**Charles Francis Press**

PRINTING CRAFTS BUILDING

Eighth Avenue, Thirty-third to Thirty-fourth Streets, New York

Telephone 3210 Greeley

"NINE-TENTHS OF WISDOM CONSISTS IN BEING WISE IN TIME"

course, the direct comparison has never been made. In the first place, the high artistic quality of the advertising has in itself subtly and efficiently suggested good taste and refinement. Then, too, the people shown in the later series of Coles Phillips advertisements are obviously of the "right" social class to carry the implication that whatever they endorse and use is certainly good enough for other cultured homes, in real life.

"I am satisfied with an advertisement, I should say, if it gives the reader the desired impression at a glance," Dr. Dunn remarked. "Even in these days, a piece of copy of striking artistic merit is sufficiently unusual to stand out strongly in the pages of a publication. If my advertisement produces a harmonious and immediate impression, I do not care particularly whether the words of the copy have much argument in them or not. In fact, I have written some of our most successful copy in the past merely endeavoring to make the words 'sound right,' and tone in with the rest of the picture; and the selling appeal of the words has been a minor consideration."

#### PLANS COMPANY'S ADVERTISING A YEAR AHEAD

In spite of which, the Community Silver copy is by no means written casually. Putting together words is, as I have indicated, for Dr. Dunn a process of infinite labor, and unwearying, patient endeavor—so much so, that of late he has had to give it up altogether. He finds his other duties prevent him from giving it the time he would like, and so he has delegated it to others. And by the way, the routine work of an advertising department as it is customarily constituted—the preparation of catalogues, dealer-helps, etc., is handled by an entirely separate department at Oneida Community. It is under Dr. Dunn's general supervision, but makes no great claims upon his time. His is the task of setting the tone for the big campaigns, and keying the

advertising as a whole up to that tone.

For example, when he has several pictures and must choose among them just one for illustrative purposes, he places the whole lot of them on the walls in his home, and *lives* with them perhaps two weeks, three weeks or a month, until he has an intimate personal acquaintance with every picture and can judge its possibilities. Of course, all this takes heaps of time. (Can you imagine the average advertising agent turning several pictures over to the head of his art department, and the latter saying: "Let me see; this is the fifteenth of April; yes, I can let you have my decision by the tenth of June—or, say, June first if you are really in a hurry!")

Dr. Dunn solves this problem, by the way, through his habit of working ten months or a year ahead of his schedule. In that way he has ample time to test the power of every advertisement through close study of it. He refuses to hurry when hurry means doing things less well than they might be done.

One of the big problems that every business executive with radical ideas runs up against is selling those ideas to the other men in his organization. So I asked Dr. Dunn how he managed to get the other men in the Oneida Community in accord with his views.

"I don't have much trouble on that score," he smiled. "I was put in charge, of course, at the very beginning, and the advertising department and I have grown up together, so to speak. Oneida Community, you may remember, has not been operated on strictly communistic principles since 1881, when it was made a stock company. It was founded in 1847 by John Humphrey Noyes, so that I belong to the second generation in the organization. When I began to practice medicine, men of my own age were just beginning to take hold of things; and they persuaded me to give up my profession and come over into the business."

Dr. Dunn began as secretary to the president, P. B. Noyes, son of the founder, whose name has been much in the public prints of late as Director of Conservation for the Fuel Administration. At that time, of course, the embryonic advertising manager knew next to nothing about business; so little in fact that after he had been on the job for several months he came to one of his associates one day with a letter and wanted to know "what this man means by these initials? He says—'You may ship the goods by freight, C. O. D.'"

However, he learned fast, largely through his association with Mr. Noyes who, he says, has always had a great knack of dramatizing business for his associates, and making the prosaic humdrum of every-day details seem like a glorious, romantic crusade. When he had been with the Community a year or two, the need for advertising began to be felt, and he was put in charge because the other men said, "Oh, let the Doc do it. He's 'lit'rary.'"

#### DR. DUNN'S WAY OF MAKING AN ADVERTISING MAN

Dr. Dunn believes that whatever measure of success has been attained by his efforts as an advertising man has been largely due to this *laissez-faire* policy on the part of the other officials of Oneida Community, Ltd. "I believe a man must be allowed to work in his own way if he is to justify his job," he said. "If a man doesn't love his work, how can he take pains enough with it to do it as well as it should be done?"

"An advertising agency, to my way of thinking, should never take an account unless the man who is to bear the brunt of the work has a genuine enthusiasm for the goods which he is to sell. However, an advertising agency man often has an enthusiasm for advertising for its own sake, which answers pretty much the same purpose."

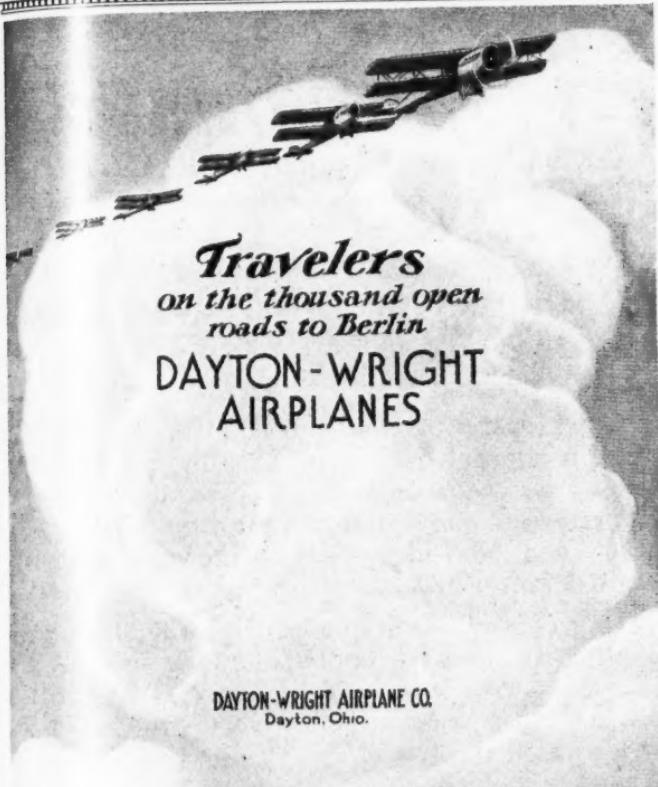
With all of Dr. Dunn's interest in the artistic side of advertising,

he believes that for the best work, an advertising man must balance his artistic knowledge by a wholesome study of business. In short, he holds the not very surprising view that broad human interests fit a man better to do good work than narrow ones.

"Some time ago they gave me an assistant who had made a good record as a salesman on the road," he told me. "This young man had a good business sense, but like every healthy American boy, he thought art was a sissified something for those who couldn't make good in business. So the first thing I did with that youngster was to chuck him in an art school for three months, where he sat all day in a class and drew and drew—and drew! When the other officials of Oneida Community heard of it, they threw up their hands. 'Another of the Doc's crazy notions!' they said. Nevertheless, the boy came out of that school with a wholesome respect for a whole circle of ideas that he had known nothing of.

"Now if they had given me an assistant who had a dreamy inclination toward flowing neckties and velvet jackets, I would have put him on the road and let him suffer selling silver for us for awhile."

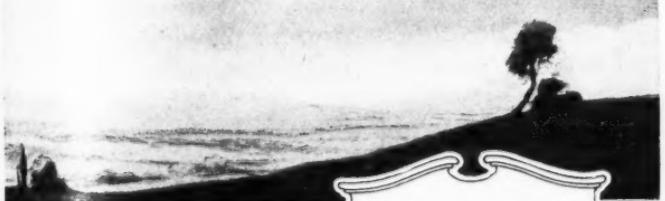
The theory that advertising is most efficient when it appeals to the deepest elements in human nature, the subconscious impulses and the emotions, would not, of course, be applicable in every line of business. No one recognizes that fact better than Dr. Dunn himself; in fact, he was very careful to make a modest limitation in his discussion, as I have already said, to his own business. Nevertheless, there are plenty of other products which have the same type of appeal as Community Silver; and the recognized success with which Dr. Dunn has developed the business of Oneida Community by means of his decidedly unusual principles in advertising is the best guarantee that these ideas are worthy of study by other advertisers working in the same market.



**Travelers**  
*on the thousand open  
roads to Berlin*

**DAYTON-WRIGHT  
AIRPLANES**

DAYTON-WRIGHT AIRPLANE CO.  
Dayton, Ohio.



THE Campbell-Ewald Company of Detroit and New York is serving two of the most prominent advertising accounts in the field of aircraft: The Dayton-Wright Airplane Co., manufacturers of airplanes; and The Dayton Metal Products Co., manufacturers of airplane parts and accessories.

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## *"--Can you tell us, please?"*

**I**N THE MANY thousands of letters which come to PRINTERS' INK every year, that is the most familiar introduction of all.

From every part of the country business men bring their problems to us. Day by day they come seeking light; asking about precedents for contemplated action; wishing verification of their judgment on a new idea; or wanting just plain facts about definite subjects.

In each day's outgoing mail is a sheaf of letters replying to these friendly inquirers. Very often there goes with such a letter a list of references to previous discussion of that very problem in our pages, which amply supplies the information wanted.

Often our editorial staff investigator takes the question asked and makes it *his* problem. He studies it; consults other authorities in turn; and the net result is an article in our pages which is of value, not merely to the original inquirer, but to other readers.

It is surprising to know how large a part of all our editorial material originates in somebody's definite request for information, in this way.

**Voluntary Debaters** When the article is published not infrequently a new flood tide of letters comes rolling in, commenting on it, verifying the principles stated, sometimes disputing them, giving testimony from a hundred fields. (It is amazing to see how the problems of one business

---

are the problems of all.) And the facts thus given us offer fresh ammunition for new discussions in our pages of even greater value—and so it goes.

In the course of a few weeks, a single member of our editorial staff was asked, among others, these questions:

¶ Ought we, in your opinion, give exclusive agencies for our product to small-town retailers?

¶ What side lines can be introduced profitably into a mail order catalogue featuring women's waists and dresses?

¶ How could advertising aid in raising funds for a national drive for woman's suffrage?

¶ Does the retailer, in your opinion, prefer suggestions of advertising copy from the manufacturer which mention the latter's product only incidentally?

¶ What can the manufacturer do to help the retailer train his new salespeople, hired to take the place of drafted men and those gone into other forms of war work?

Because PRINTERS' INK is built this way on the solid basis of actual problems confronting real businesses, no single issue ever becomes "out of date." Its greatest usefulness to you may come, not this week but next month or next year when a problem faces you which has already faced other people, and been discussed in our pages.

Many of our subscribers are keeping this storehouse of facts better available by buying binders to stand on the desk, holding current issues; and are purchasing bound volumes at the end of each year.

The binder holds ten issues, and costs 65c. The bound volumes are \$8 for one year (four volumes), postage prepaid.

PRINTERS' INK PUBLISHING COMPANY  
185 MADISON AVENUE, NEW YORK CITY



# The Independent

Announces the Appointment of

## John R. Eustis

As Director of The Independent  
Motor Service.

His articles on Passenger Cars,  
Motor Trucks, Tractors, Air Planes,  
and Equipment will be presented  
in the first and third issues each  
month beginning April 6 next.

KARL V. S. HOWLAND

*Publisher*



Mr. Eustis invites full correspondence on  
any problem concerning which the motor  
car owner—present or prospective—may  
desire information and counsel.

# Reduced Paper Consumption Necessary

Publishers and Government Confer—Consumption Running Ahead of Production—Ways of Possible Conservation

## *Special Washington Correspondence*

THE paper situation in the past week has been a source of more alarming reports than at any time since the war began. Rumors that have proved to be greatly exaggerated have flown about. The Fuel Commission, the Federal Trade Commission, and the Council of National Defense have in turn been described as urging immediate action toward the reduction of the paper supply.

PRINTERS' INK has taken pains to get at the bottom of the situation, and the net of the matter is not nearly so alarming as widespread report has pictured it. The policy at Washington has been usually to call on industries concerned to make certain reductions along the lines which each industry shall mark out for itself. That policy has not been departed from now, according to an authoritative report to PRINTERS' INK. Paper consumption will have to be cut down, but the methods of cutting down are as yet left to the publishers themselves.

Advertising, will, of course, be affected. How, is still to be re-vealed.

A misunderstanding of the whole situation, perhaps, grew out of the explicit and very clearly set forth statement of the Federal Trade Commission which was issued for publication Thursday, March 21st. In that statement were given tables showing the circulation and advertising statistics of publishers using newsprint and book paper for the month of February, 1918. These tables are published with this article. The Federal Trade Commission's statement, after a reference to these tables, is as follows:

"The figures indicate a slight increase in the returns and free

copies of newspaper publishers over the preceding month. There was also a noticeable increase in the returns of weekly periodicals, which is partly accounted for by the fact that the religious weeklies have been separated from the others for the first time in this report. Daily newspapers showed a slight reduction in the average number of printed pages while Sunday newspapers showed some increase. The magazines and periodicals showed a considerable increase in size over the preceding month.

"The largest percentage of returns noted among the daily newspapers was about 26 per cent and the largest per cent of free copies was about 3.5 per cent. One monthly magazine showed returns of 46 per cent, two showed returns of 24 per cent and several showed returns of about 15 per cent. One weekly publication showed returns of over 20 per cent and two others showed returns of about 15 per cent. One weekly farm publication showed free copies amounting to 16 per cent of the total number printed, and one monthly magazine showed free copies amounting to about 10 per cent.

## IMPERATIVE THAT WASTE BE ELIMINATED

"The statistics published by the Commission show that the consumption of newsprint and book paper has exceeded the production for some weeks. This, coupled with the necessity of relieving the railroads of all unnecessary traffic and of conserving coal wherever possible, makes it the patriotic duty of all publishers to eliminate wastes and reduce the size of their publications."

In the quest to discover whether there is justification for the alarm which many publishers

have taken and which not a few of them have communicated to their advertisers, the first difficulty encountered is that this whole broad proposition of the suggested reduction of the size of publications as a war-time economy is yet in the preliminary stage, or rather might it be said in the investigative stage.

A second and very serious obstacle to a concise and explicit appraisal of the situation at Washington is that this proposition is not a responsibility that rests with a single Governmental agency. Three separate and distinct branches of the war-managing machine are directly involved.

Only when a seeker after the truth has visited the Federal Trade Commission, the United States Fuel Administration and the Commercial Economy Board of the Council of National Defense—the eternal triangle of this particular proposition—can he hope to have a bird's eye view of the situation. More than that, it is desirable to scrutinize current developments, such as the recent visit to Washington of a special committee of the American Newspaper Publishers' Association in the light of the history of this agitation. Space can, therefore, well be spared to trace for the first time this evolution.

#### CIRCULATION AND ADVERTISING STATISTICS OF PUBLISHERS USING NEWSPRINT PAPER, FEBRUARY, 1918.

	Daily	%	Sunday	%	Monthly	%
Number of publications..	565		246		23	
Total copies printed.....	20,453,739	100	13,924,505	100	8,226,064	100
Total copies returned.....	310,462	1.5	250,721	1.8	2,000	.02
Total unpaid and service copies .....	407,293	2.0	191,874	1.4	268,473	3.3
Total "overs" .....	164,588	.8	106,309	.8	38,248	.5
Total copies to subscribers in arrears 3 mos. or more	197,192	.9	74,685	.5	1,028,867	12.5
Average number of pages in each publication.....	11.71		34.23		25.13	
Total column inches reading matter .....	586,462	56.3	780,386	60.9	25,489	55.3
Total column inches advertising .....	455,941	43.7	500,615	39.1	20,605	44.7

Furthermore, the one thing that above all others impressed the PRINTERS' INK man who made the rounds at Washington, is that these three branches are by no means in perfect accord as to the necessities and the policies to be pursued. It is not meant to insinuate that there is any clash or conflict but merely that the officials in three different sections of the Governmental organization are widely at variance in their views and consequently in the impressions that they convey to publishers, advertisers and others who may make inquiry as to what is coming. Right here you have the explanation of why one man who journeys to Washington to learn the fate of advertising goes away with an entirely different impression from another man who has seen a different set of people—neither, presumably, having seen all the officials who have fingers in the pie.

Ostensibly the proposal that publishers shall, as a war measure, reduce the size of their publications at the same time that they eliminate waste by cutting out "returns," free copies, etc., originated with the Federal Trade Commission. That was pointed out in recent Washington correspondence to PRINTERS' INK, in which it was disclosed for the first time that to get a bead on the wastes, losses and leakage of the newspaper and periodical publishing business was the principal object of the Trade Commission in requesting publishers to file with the trade body monthly reports covering such items as "returns," "overs," copies furnished to subscribers in arrears three months or more, and the proportion of advertising to reading matter.

It has been known, as a result of announcements in PRINTERS' INK, that the Federal Trade Com-

## An *OFFSET PAPER* with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

## EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing has and is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

*Send for samples and prices.*

## SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

*Paper Manufacturers*

CHICAGO

208 So. LaSalle St.

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

NEW YORK

200 Fifth Avenue

PRINTERS' INK



# *Record of Achievement*

## *1. Changing the Wheat Grades:*

When it became evident to FARM, STOCK and HOME, Minneapolis, Minn., that the Federal Grain Grades were working disastrously against the farmers of the Northwest, it immediately demanded a revision. This demand brought about a series of hearings throughout the country as to what changes were desired. The Agricultural Department has now proposed some sweeping changes in the Federal Grain Grades, that, while not perfect, are a great improvement on the grades as originally put out.

## *2. Exempting Farm Labor From the Draft Until After Harvest:*

In the February 1st issue of FARM, STOCK and HOME, there appeared an open letter to Congress, asking three things:

First: Raising the price of wheat to \$2.75 in order to increase the Spring Wheat acreage, and putting wheat in better line with coarse grains.

Second: Exemption of farm labor until after harvest.

Third: Revising the Federal Grain Grades.

Shortly after the appearance of this letter, action was taken working toward exempting farm labor from the draft until after harvest.

On February 23rd President Wilson raised the wheat price for 1918 from \$2.00 to \$2.20.

On March 6th the Agricultural Department promulgated changes in the grain grades. The change of 20 cents a bushel, based on an average wheat crop means an increase in the purchasing power of the farmers of the United States of \$130,000,000; \$40,000,000 of which will go into FARM, STOCK and HOME'S territory.

FARM, STOCK and HOME was also largely instrumental in getting the Senate to pass an amendment to the Agricultural appropriation bill, making the 1918 wheat price \$2.50. If this goes through it will add still more to the purchasing power of our farmers.

FARM, STOCK and HOME has demonstrated its right to the slogan:

**"The Farm Paper of Service"**



### REPRESENTATIVES

NEW YORK
A. H. BILLINGSLEA.....No. 1 Madison Ave.
CHICAGO
J. C. BILLINGSLEA.....1119 Advertising Bldg.
ST. LOUIS
A. D. MCKINNEY.....Post-Dispatch Bldg.

mission print paper experts have been in conference on this subject with the officials of the Division of Conservation of the Fuel Administration. Although the Trade Commission gets credit for being worried only over pulp and paper supplies, the fact of the matter is that the specialists at the Trade Commission want to conserve fuel and labor in paper manufacture and are in earnest when they say that publishers ought to do something to relieve the railroad transportation situation.

Whatever the exact division of responsibility between the Trade Commission and the Fuel Ad-

P. Glass of the Birmingham *News*, Edward P. Call of the New York *Journal of Commerce*, L. B. Palmer, Secretary of the Association, Charles H. Taylor of the Boston *Globe* and Hilton U. Brown, of the Indianapolis *News*.

To all inquiries from the advertising and publishing field, the Fuel Administration officials have replied that there is no truth whatever in the 25 per cent curtailment story. It is simply another of the "important if true" products of the imagination that Washington is kept busy these days in denying. There is something brewing assuredly in the di-

#### CIRCULATION AND ADVERTISING STATISTICS OF PUBLISHERS USING BOOK PAPER, FEBRUARY, 1918.

	Weekly Church Publications	%	Weekly 111	%	Monthly 175	%
Number of publications	29					
Total copies printed.....	2,226,000	100	9,518,000	100	28,240,000	100
Total copies returned.....	1,500	.07	348,000	3.7	745,000	2.6
Total unpaid and service copies .....	8,000	.4	49,000	.5	528,000	1.9
Total "overs" .....	8,000	.4	65,000	.7	306,000	1.1
Total copies to subscribers in arrears 3 mos. or more	1,000	.04	253,000	2.7	384,000	1.4
Average number of pages in each publication....	7.2		73.1		102	
Total column inches read- ing matter .....	13,000	81.3	125,000	51.4	190,000	56.5
Total column inches ad- vertising .....	3,000	18.7	99,000	48.6	146,000	43.5

ministration the latter had to bear the brunt of a storm of inquiry and protest that broke the third week in March. Then a rumor spread, as only such rumors can, to the effect that the Fuel Administration was to "order" publishers to reduce the size of their publications 25 per cent, or according to another version of the same rumor, was to compel publishers to be content in 1918 with a decrease of 25 per cent in the amount of fuel allotted them as compared with their consumption in 1917. No sooner did that report get to going good and strong than the Fuel Administration began to be flooded by letters and telegrams from publishers and by personal calls culminating in a visit from a special committee of the A. N. P. A., consisting of Hopewell L. Rogers of the Chicago *Daily News*, Frank

rection of conservation in the publishing industry. Following a preliminary conference held March 26, an effort will be made to line up the business papers and the magazines will come next. But the stories of a definite plan of curtailment ready to spring are pure invention. "Where did that 25 per cent idea come from?" the PRINTERS' INK correspondent, who was trying to run down the rumor, inquired of an official of the Fuel Administration. "Well, if you are enough of a detective to find out," came the answer, "we will engage you permanently to ferret out the origin of the fantastic reports that plague us all the while."

When the committee of newspaper publishers reached the Fuel Administration they had an extended conference with Mr. Noyes, head of the Conservation

Division and his chief aids, as a result of which it seemed apparent that this whole proposition of possible readjustments in advertising and publishing is peculiarly one for the Commercial Economy Board of the Council of National Defense, which latter body is headed by a practical publisher in the person of A. W. Shaw, publisher of *System*, *Factory* and *System on the Farm*. Accordingly, M. W. Montgomery of the Fuel Administration accompanied the publishers to the Economy Board, where he sat in at a conference that continued for several hours.

This is the status of the situation at the beginning of the last week in March. The newspaper publishers are to take stock of the industry with a view to inaugurating voluntary economies that will forestall the necessity for any compulsory action on the part of the Government. It is the feeling of most of the publishers who have been in Washington on this mission that surprising results can be attained if "returns" are cut out absolutely, margins of the printed pages are narrowed, etc. The understanding is that when the newspaper publishers have reached some conclusion as to what economies should be "recommended" to the publishing industry they will again take up the matter with the Commercial Economy Board and probably conferences will be held that will encompass representation by other publishing associations and interests not affiliated with the A. N. P. A. No date has been set, however, for this next step.

From this recital of what has actually transpired at Washington any reader of PRINTERS' INK may be able to form his own conclusions as to what fate has in store for newspaper and periodical advertising. If, however, you attempt to pin the various officials down to definite expressions or forecasts you encounter that diversity of official views that has already been referred to and of which no hint is given in the bald record of what has ac-

tually occurred. Talking to the correspondent of PRINTERS' INK, Chairman Shaw, in whose hands the matter rests for the time being, was most optimistic.

He laid emphasis on the fact that the function of the Commercial Economy Board is to bring about, by foresight and co-operation, the voluntary economies that forestall necessity for drastic action. In other words, the Economy Board conserves but it does not curtail. It does not issue any "orders." But Mr. Shaw does not foresee the time when the publishing industry will face a situation which will compel the placing of restrictions upon the amount of reading matter or the quota of advertising space. According to his information the present situation, wherein the consumption of newsprint and book paper exceeds the production is due to special, readily understandable causes such as the recent diversion of considerable electrical energy at Niagara Falls from print paper manufacture to chemical production and the interruption to the operation of certain paper mills in Maine owing to inability to obtain fuel oil. Whether these contingencies be temporary or of indefinite duration Mr. Shaw is of the opinion that no drastic curtailment will be necessary but merely a readjustment of consumption forehandedly.

Inasmuch as the matter is in Mr. Shaw's hands there is something to be said for his attitude that his organization should be given a full and free opportunity to work out, with the co-operation of publishers, the salvation of the industry. At the same time it is only fair to report that at neither the Federal Trade Commission nor the United States Fuel Administration does one find to-day so hopeful and encouraging an attitude as manifested by the Commercial Economy Chairman. At both the Trade Commission and the Fuel Administration it was conceded that publishers will doubtless be enabled to accomplish much by

**MR. CONDÉ NAST**

ANNOUNCES THE  
APPOINTMENT OF

**MR. WARREN KELLY**

FOR SEVEN YEARS IDENTIFIED WITH VOGUE

ADVERTISING MANAGER

OF

**HOUSE & GARDEN**

No. 5 of a Series.

## WHAT BANKERS SAY ABOUT Successful Banking

Benton Harbor, Mich.

Gentlemen:

Replying to yours of February 2nd, I desire to continue my subscription to "Successful Banking," and I might state here that I consider this the best little magazine I read, and look forward to it each month.

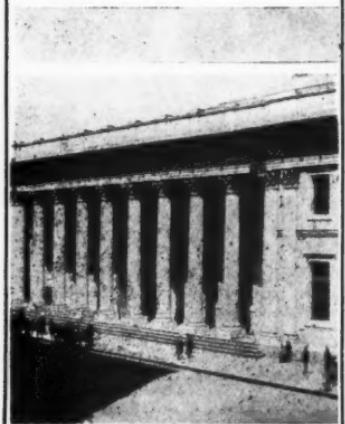
Please send your bill to cover subscription and oblige.

Very truly yours,  
W. J. BRAUNSCHWEIGER  
Sec'y and Treas.

Olean Trust Company,  
Olean, N. Y.

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For three-eighths cent per man it is possible to get a full-page ad in two colors before the official who actually does the buying of supplies and equipment in 22,000 banks.



the methods of conservation proposed, but there is a feeling that this will not be enough and that there will have to be a reduction in the amount of matter printed.

Fuel Administration officials, looking at the proposition as laymen, jumped to the conclusion that the simple solution was to cut down the amount of advertising in publications, leaving the reading matter as it stands. However, publishers who have been in Washington this past week have done their best to disabuse the minds at fuel headquarters of this idea and seem to have succeeded in part. The contention of these publishers has been that the initial cut must be in the reading matter and that probably this will inevitably operate to bring about a certain shrinkage in the volume of advertising by reason of the inability of publishers to meet all the demands of advertisers who insist on next-to-reading-matter positions, etc.

### HOW SOME PAPERS SAVE

At the Federal Trade Commission the officials seem inclined to take what must appear to readers of PRINTERS' INK as a very broad and intelligent view of the matter. They concede, in fact, that a curtailment of reading matter, a "tightening up" is desirable. In the newspaper field, specifically there is no sympathy with the idea that prevails in the East that a definite ratio (say 50-50 or 60-40) must be maintained and that any increase in the amount of advertising published must be balanced by a relative increase in the amount of reading matter, even though the surplus reading matter be "fillers" or other matter of doubtful value. The Trade Commission officials are inclined to cite the achievements of the Cleveland *Press* and the Indianapolis *News* as indicative of how publications may be made top-heavy with advertising without provoking any serious protests from readers so long as the news is ably presented in concise form. What Jason Rogers has accomplished with the New York *Globe*

is also held up to publishers as an illustration of what the Trade Commission experts mean when they give a hint to "tighten up." Certain officials believe that if any curtailment in the size of publications becomes necessary advertisers should stand their share of the compression—that is, should pay the same price for less space. But the best minds incline to the view that many publishers have already gone about as far as they consistently can in rate advances. At the Federal Trade Commission, though, there is a feeling that there is yet some opportunity for readjustments and equalization in certain quarters. To the PRINTERS' INK representative there was cited as typical of conditions that need reform the newspaper advertising situation alleged to prevail at Pittsburgh, where the department stores are reputed to have an unwarrantedly low rate. Officials of the Federal Trade Commission did not by any means bear out the opinion imputed to them in certain quarters, to the effect that the Sunday papers are too large. They say that reduction in the size of Sunday papers can mean but one thing, namely, the elimination of "features," and that it is an open question whether "features" can be spared.

Officials of the Fuel Administration insist that in urging publishers to conserve they are really doing them a kindness. The logic here is that with paper consumption passing production it will not be long until publishers, if they do not restrain, will find themselves at the mercy of the paper makers. Moreover, this situation will grow rapidly worse if paper is put to an increasing number of military uses, as is now contemplated. Furthermore, if the Fuel Administration has to "ration" the print paper industry it will simply "give orders," as it is doing in the case of so many other industries, and the mandate would be passed along to publishers without any such warning as the Government is now giving the publishing industry.

## THE Atlanta Journal ATLANTA, GA.

Racine, Wis., March 18, 1918.

Mr. T. E. Falvey,  
Automobile Editor,

THE ATLANTA JOURNAL,  
Atlanta, Ga.

Dear Sir:—

Our Mr. Stillson has just come into the Mitchell Administration Building, dragging behind him a grip-full of contracts—the result of one week's work in Atlanta.

Between the times he was rubbing his arm and mopping his brow, somebody tried to tell him what good work it was; but Stillson, between short breaths, merely gasped, "Falvey—Automobile Editor—Journal—Atlanta—live wire."

Then we recalled the Automobile Week which was the child of your brain—and it was all clear to us.

After Mr. Stillson got rested up a bit, and began to unpack his contracts, he told us the whole story, and we, out of deep admiration, hastened to congratulate you upon the almost miraculous success of the Week.

We're glad you had the inspiration; and that you had the ability to make the inspiration a substantial realization.

Good luck—and lots of it.

Very truly yours,

MITCHELL MOTORS COMPANY, INC.

(Signed) FRANK A. KAPP,  
Advertising Manager.

"Dealers' Week," referred to in the foregoing letter, was planned and promoted by The Atlanta Journal in co-operation with the Atlanta Automobile Dealers' Association. It was one of those big, solid successes which are evidenced by signed orders in hand.

*Advertising in The  
Journal Sells the Goods*

# Decision Protects Ford Motor Co.'s Rights in Truck Field

Patent Office Decision Against Use of "Tonford" by Detroit Truck Company—Ford Plans to Make Truck

## *Special Washington Correspondence*

THE Ford Motor Company has just obtained a decision which, in effect, will be a cold blanket for the industries that have sprung up and have been busily marketing trucks which have been converted from the Ford chassis.

Every reader of PRINTERS' INK has had occasion to wonder at the great subsidiary industry which had fastened itself on to the Ford automobile. Just how seriously this industry will be affected is not made entirely clear in the decision just obtained by the Ford Company from the United States Patent Office. That it will give the numerous members of this industry pause is certain.

The case is that of the Ford Company against the Detroit Truck Company. The latter had originated and had been using as a trade-mark "Tonford" for truck attachments designed to enable the conversion of passenger automobiles into freight-carrying cars. The case was carried, on appeal, to the highest tribunal at the United States Patent Office, and the net effect is that the Ford Company blocked the use by the Detroit Company of the word "Tonford." The final opinion has just been handed down by R. F. Whitehead, Assistant Commissioner of Patents.

The Ford Company has always dealt swiftly and effectively with those in the accessory field who have traded on the name "Ford." Readers of PRINTERS' INK will recall that the Ford Company won a signal victory over an Ohio tire and rubber manufacturer who undertook to use "Ford" as a trademark for automobile tires. It seems that all along the Ford Company has had it in its power to curb this form of trading upon its reputation, inasmuch as accessories are goods of the same descriptive properties as automobiles.

The decision may have been affected by the revelation that the Ford Company has plans for the manufacture of a truck that will embody its standard engine and front running gear.

Possibly the inaction in the past with respect to the borrowing of Ford prestige in the truck and tractor field has been due to the fact that most advertisers of hybrids of this kind, while making use of the name Ford in the body of the advertisements have not gone so far as to grow a trade-name with "Ford" as a root. This is where the Detroit Truck Company gave opportunity for the issue to be joined. It came into the market with a display of the name "Tonford" in which the "F" is printed with an extension to the right over the letters "ord," and the left under the letters "ton."

## BASIS OF THE FORD OPPOSITION

The Ford Company in opposing the registration of this mark pointed out that the word "Ford" had been registered for automobiles and their parts and that it had established the use of its mark for many years prior to the organization of the Detroit Truck Company. It contended, first, that the goods of the two concerns are of the same descriptive properties and that the words are so similar as to be likely to cause confusion in the mind of the public. Second, it set up the fact that "Tonford" has as its characteristic part the word "Ford," which is the principal characteristic of the Ford Company's corporate name. Incidentally, the Ford Company disclosed what it has up its sleeve in the form of plans for truck manufacture.

Evidently the logic that an advertiser ought to be able to mortgage a valuable trade-name for future use in the direction of normal trade expansion as well as for

## Who was that attractive girl



your boy, bristling with importance, took home from the party last Friday night? Why, that was Miss Betty Bright! Yes, this is her first year in High School—she is 14 or 15 years old—and a dandy girl. She is fine at helping with the housework (a maid simply can't be found) and Mother has come to depend on her for so many things; I guess she really managed the home for Dad when Mother was sick—did all the ordering and buying. She goes to all the Football games, is a good Basket Ball and Tennis player, can swim, row, skate like a boy, and is learning to play the piano very well. Betty likes to garden and cook and to knit for the Red Cross; but says she certainly hates to do those dishes every day. Betty Bright is Mother's stand-by, and typical of the 400,000 "regular" girls who always manage (in spite of the dishes) to have a good time, and she enjoys immensely the fine, wholesome stories and interesting departments in her favorite weekly periodical.

## THE GIRLS' COMPANION

**David C. Cook Publishing Co., Elgin, Ill.**

WESLEY E. FARNILOE, Advertising Manager

Barnhill & Dempers, 23 East 26th Street, New York

Archer A. King, Inc., People's Gas Building, Chicago

Sam Dennis, Globe-Democrat Building, St. Louis

**COOK'S WEEKLY TRIO: A MILLION BOYS AND GIRLS**

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

## Binders for PRINTERS' INK



\*65 Cents Each  
postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue as received, can be securely fastened in the binder by a very simple arrangement and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

**PRINTERS' INK PUBLISHING CO.**

185 Madison Avenue, New York

\*Where two or more are ordered at the same time, the price is 60c. each.

## India

Among the Hindus are the wealthiest men in the world. A certain Maharaja imports 30 pleasure cars each year—among other things.

There are 300,000,000 other Hindus who need imported clothes, at least. Several hundred native vernacular and nearly one hundred English printed local advertising mediums offer you direct introduction.

### J. ROLAND KAY CO.

International Advertising Agents



Conway Building,  
Chicago, U. S. A.

Associate House:  
John Haddon & Co.  
(Est. 1814), London.

Buenos Aires, Sydney, Tokyo and Cape  
Town.

## BUNTIN'S

### MATS

and

### STEREOS

*are used by*

**MANY OF THE**

**LEADING**

**ADVERTISERS**

**J.T. BUNTIN, Inc.**

209 WEST 38TH STREET. N. Y.

present purposes had considerable weight with the arbiters at the Patent Office because in passing upon the final appeal the Assistant Commissioner said: "It appears from the testimony that the Ford Motor Company does not manufacture truck units, although there is testimony to the effect that it has developed and is planning to make a truck in which the standard engine and front running gear of its pleasure automobile are utilized."

As though it was the express intention at the Patent Office to make this current decision supplement and dovetail into the decision in the previous Ford case rather than to go over the same ground again, the reviewing authority said that it was "not deemed necessary" to pass upon the contention that the Detroit Truck Company has no right to register "Tonford" because the word "Ford" is part of a corporate name. Instead, the opinion just given hinges upon the question of whether the goods of the two concerns are of the same descriptive character. On this score the opinion says:

"It is thought that applicant's goods are clearly of the same descriptive properties as, though not identical with, the goods which have been manufactured by the opposer. It is well known that trucks are classified according to the weight which they are designed to carry, as one-ton, two-ton, etc. The word 'ton' appearing in applicant's mark therefore is obviously intended to indicate that when a truck is formed it will be of a ton capacity. The use of the word 'Ford' in this connection is such that the ordinary purchaser would be likely to believe that a 'Tonford' attachment was manufactured by the Ford Company. The manner in which the mark is shown was obviously adopted in order to accentuate the word 'Ford.'

"The fact that the opposer does not manufacture truck attachments and therefore the applicant cannot be depriving the opposer of sales that it might otherwise make

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is not controlling. The mere fact that by the use of the mark the public would be likely to believe that the goods were made by the opposer is sufficient."

#### Alexander Leaves Electrical Development

Harry W. Alexander has resigned as director of publicity and sales of the Society for Electrical Development, New York, to become assistant to the president on sales of the American Writing Paper Company, Holyoke, Mass. He will take up his new duties April 1.

Prior to 1914, when he joined the Electrical Development Society, Mr. Alexander was a sales and operating executive with the Federal Light & Traction Company, New York, and before that was a Chicago newspaper writer.

He is succeeded at the Society for Electrical Development by Roy B. Woolley, who has been in the Society's publicity and sales department.

#### W. R. Cross With Wales Agency

William Rich Cross recently became an executive of the Wales Advertising Company, of New York City. Prior to joining the Wales organization, he was secretary of The Albert P. Hill Co., Inc., of Pittsburgh, for about seven years, and before that was engaged in newspaper work in Hartford, Albany and New York City.

#### Otto Leaves "Modern Grocer"

Harry W. Otto, for a number of years associated with the *Modern Grocer* at Chicago and for the past two and a half years editor and manager of that publication, has resigned to become associated with the Star Egg Carrier & Tray Mfg. Co., Rochester, N.Y. He will edit "Profit Pointers," the monthly house-organ of the company and have charge of dealer service work.

#### A. L. Kindt Now With Pierce, Butler & Pierce

A. L. Kindt, who for six years was with the Corn Products Refining Company and later with the Pennsylvania Textile Company, New York, as advertising and sales promotion manager, has now joined the sales department of the Pierce, Butler & Pierce Manufacturing Corporation, Syracuse.

#### Rankin Has Service Office in Washington

The William H. Rankin Company, Chicago advertising agency, has opened a service office in Washington, D. C.

## Watch Her Grow

Six Months Old

#### The Magazine Baby

of

#### The Middle West

No advertising until  
September, 1918

Has now a circulation of over

**50,000**

## Woman's Weekly

10c. per copy

\$3.00 per year

*Published by*

**The Magazine Circulation Co.**

333 S. Dearborn Street  
Chicago, Ill.

Est. 1900

Inc. 1908

# How Wilson & Co. Made New Customers of Their Employees

By I. L. Rosenberg

Of Wilson & Co., Packers, Chicago.

MANY manufacturers of a commodity used by the general public overlook the possibilities in their employees in their effort to gain national distribution. Those who have branch houses in various cities can make their employees a strong link in an endless chain of users of their products if a properly organized effort is made in this direction. Every employee can be made an enthusiastic booster of the products manufactured by his firm.

In an investigation made among the 800 office employees of Wilson & Co. in the Chicago office

der ham, bacon or catsup, on his pantry shelves were divers brands of canned vegetables, fruits, etc. Few of them realized that Wilson & Co. are the largest canners of corn and peas in the country, and that our jams, jellies and preserves have an enviable reputation among the trade.

The thought was conceived that if our 800 Chicago office employees would ask for a certain product during a specified week in this city alone there would be an increased demand for that one product of at least 800 people.

The butterine department was just ready to market a new product, known as nut margarine—a vegetable product composed of coconut oil, peanut oil, and pasteurized milk. It was decided to make the week of February 4 to 9 "Nut Margarine Week." Plans were made to make 100 per cent sales of this product among our employees. We wanted them to take at least one pound of the product home and use it on their

table. We felt certain that after it was once used we would not only make new customers of our employees, but their families and friends in turn would probably also be converted, thus adding several more links to the chain of users.

The "sales managers" were told that the employees must in no way feel that they were obligated to buy the goods if they did not feel thus inclined, so every pound of it was sold by the "sales managers" on a strictly merit basis. The employees had an op-



CHART TO SPEED UP SALES

we found that comparatively few used Wilson products exclusively in their homes. It is possible to buy almost every kind of food product under the Wilson label—canned fruits, vegetables, preserves, catsup, margarine, butter, eggs, salmon, ham, bacon, etc.—products which are used daily in every home. Employees have the privilege of ordering through our wholesale market, but no concentrated effort was ever made to promote the sales of any one product.

While one employee might or-

Print your house  
organ on  
**ART MAT**

*The incomparable dull finish coated*

Give it the touch of distinction it deserves.

Make it reflect the individuality of your house and the quality of your goods.

Do not overlook its great possibilities. Art Mat will help develop them.

Let us explain fully. Write for our monthly sample service.

**LOUIS DEJONGE & CO.**  
NEW YORK CITY



portunity of buying this new food product at an exceptionally low price, and they took advantage of it.

Those who wanted to see the article made were taken through the plant. The majority sent in reorders, many inducing their friends to try it.

In order to create a spirit of competition a silver loving cup was offered to the floor having the highest percentage of sales. We have four floors in our main office building and the curled-hair department in a separate building. A "sales manager" and an "assistant" were appointed for each floor and the curled-hair department. Individual prizes were also offered to the "sales managers" and their "assistants" so that maximum interest would be aroused. To further the spirit of competition large sales thermometers, graded from 1 to 100 per cent, were placed on each floor, showing the status of sales from hour to hour. Tags were printed, very much like those used on Tag Days, on which was printed "I have bought Nut Margarine—Have you?" Tags were worn in the office by all purchasers of nut margarine.

The results of this contest were beyond all expectations. Monday morning, the first day of the contest week, enthusiasm was at a high pitch. The "sales managers" were working at top speed. Each floor caught the spirit of the game and tried hard to win the cup. The sales thermometers registered results hour by hour. By noon everyone was tagged and every floor had 100 per cent. So close was the race that it was almost impossible to decide which was the winner. However, one floor had its 100 per cent quota in about fifteen minutes before the rest, so it was decided that a second cup would be offered on a tonnage basis. At the end of the week when sales were recorded it was found that 1.75 tons, or an average, of 4.38 pounds per person, had been sold in the office during this week.

A great many employees who

heretofore objected to oleomargarine reordered the product, and if nothing else was done it converted a large percentage of our employees and their families to oleomargarine.

We have 119 branch houses throughout the country and will probably work the same idea in all of them.

A plan is now being worked out whereby future orders for the product will be filled through the dealer. Every employee will act as a salesman for this one product, and endeavor to get his dealer to handle it. By working out this idea in our branches throughout the country, we believe we will have hit upon a new form of national advertising.

The same idea will be used to promote other products until the complete line is covered.

#### Sawmaker Capitalizes Belasco

At first flash there isn't much relationship between saws and David Belasco, the well known theatrical producer. Yet Henry Disston & Sons Co., Philadelphia, has found a very close connection and shows it in current copy. David Belasco is pictured as directing a stage carpenter, who is sawing stage lumber for the scenes. The headline of the copy is "Belasco's Stage Carpenter Uses Disston Saws."

The copy goes on to say: "Every Belasco stage setting is a tribute to Disston. This master of stagecraft believes not only that 'the play's the thing,' but that the tool's the thing. He provides his stage carpenter and mechanic with Disston saws and tools.

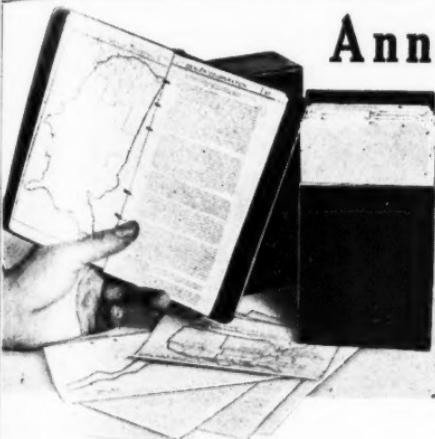
"Both the unique miniature models from which David Belasco works in his studio, and the finished settings revealed by the rising curtain, are invariably done by Disston.

"The miniatures are carefully worked out in every detail by my carpenter, giving me the complete picture," says Mr. Belasco. "These show me what needs to be done to achieve the effects at which I am aiming. The carpenter is a veritable staff of life to the theatre. For upon the right carpenter with the right tools depends the materialization of my most cherished dreams."

#### New Haven "Journal-Courier's" Appointment

Gilman & Nicoll, newspaper representatives of New York and Chicago, have been appointed as the representatives in the foreign field of the New Haven, Conn., *Journal-Courier*. The appointment becomes effective April 1.

# Announcing a Service YOU Need Now



## The Richey Data Service

*The first issue has maps, charts, and information on*

- Population
- Cost of Living
- Incomes
- Markets
- Types of Buyers
- Buying Motives
- Business Costs
- Business Conditions
- Business Outlook
- Business Analysis
- Jobbers and Dealers
- Farm Sales
- Adv. Costs
- Business Law
- Automobile Sales
- Dealer Co-operation
- Economics
- Psychology
- Grammar
- Bibliography
- Copy Tests
- Copy Appeals
- Salesmanship
- Mediums
- Circulations
- Rates
- Newspapers
- Layouts
- Art Copy
- Color
- Typography
- Harmony
- Plates
- Printing
- Paper Stocks
- Direct Advertising
- Results
- Poster, Street Cars
- Outdoor Advertising
- Mail Order
- Window Display
- Sampling
- Trade Marks

*Offers, in loose-leaf, pocket memoranda form, for reference at a moment's notice, the boiled-down, vital facts on practically every detail of advertising and sales.*

### Complete—Convenient

For one year's subscription to this service you receive a loose-leaf pocket memorandum binder, a handy indexed desk file and over three hundred pages of valuable, practical advertising and sales data compiled from leading authorities. The service covers a monthly issue of from sixteen to twenty-four page bulletins of new information, making your reference always up to date; a feature lacking in any other source of advertising and sales information ever supplied.

In addition, convenient blanks are furnished for diary, expense account, memoranda, estimates, media, copy, schedule, results, addresses, and other information which makes it possible to concentrate all your pocket data in one container.

A subscription to The Richey Data Service also includes consultation and advice as to source of data and statistics on any subject related to sales and advertising.

### The Introductory Offer

Including over a hundred pages of data, maps, charts, and blanks, and a monthly supply of from 16 to 24 bulletins on new information, together with loose-leaf pocket-binder and desk file the entire cost to you is \$10 per year. Use the order form below and see it at our expense.

## The Richey Data Service

*G. Rudolph Miller, Manager*

**401-11 Meridian Life Bldg., Indianapolis, Ind.**

Please enter my subscription for one year to The Richey Data Service. I agree to pay \$10 on receipt of outfit and preliminary data, or to return same within 5 days if not satisfied.

NOW is the time for your trial campaign. Wind and wave are in your favor, so

# Launch It In NEW ENGLAND

**A Fruitful Field for Advertisers.**

*Where the factories are working top speed.*

*Where the wages are the greatest in history.*

*Where manufacturing dividends are greater than ever.*

*Where Labor and Capital enjoy prosperity.*

## THE HOME DAILY NEWSPAPERS

will soon win a market for you, if the goods and prices are right. The local daily has the confidence of the readers, and the dealers will rise to the occasion with profit to you. If all New England is too big for you—though it should not be—make your campaign in these fifteen papers that dominate in their cities.

**BRIDGEPORT, CT.** POST and TELEGRAM  
Daily Circulation 35,064 net A. B. C.  
Population 150,000, with suburbs 220,000

**NEW HAVEN, CT., REGISTER**  
Daily Circulation 19,414  
Population 150,000, with suburbs 175,000

**NEW LONDON, CT., DAY (Evening)**  
Daily Circulation over 10,200—2c copy  
Population 25,000, with suburbs 60,000

**MERIDEN, CT., JOURNAL**  
Daily Circulation 5,120  
Population 37,265, with suburbs 50,000

**WATERBURY, CT., REPUBLICAN**  
Daily Circulation 11,321 net paid  
Population 73,144, with suburbs 100,000

**PORTLAND, ME., EXPRESS**  
Daily Circulation 22,737  
Population 58,571, with suburbs 75,000

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 10,714 net A. B. C.  
Population 22,000, with suburbs 40,000

**MANCHESTER, N. H. UNION and LEADER**  
Daily Circulation 25,000  
Population 75,063, with suburbs 150,000

**FITCHBURG, MASS., SENTINEL**  
Daily Circulation 5,192  
Population 39,656, with suburbs 150,000

**LYNN, MASS., ITEM**  
Daily Circulation 13,227  
Population 89,336, with suburbs 100,000

**LOWELL, MASS., COURIER-CITIZEN**  
Daily Circulation 17,400 net  
Population 114,366, with suburbs 150,000

**SALEM, MASS., NEWS**  
Daily Circulation 18,732 net paid  
Population 43,697, with suburbs 150,000

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 36,400  
Population 100,000, with suburbs 250,000

**TAUNTON, MASS. DAILY GAZETTE**  
Daily Circulation 5,721 net paid A. B. C.  
Population 38,000, with suburbs 53,000

**PAWTUCKET, R. I., TIMES**  
Net Paid Circulation 24,012  
Serves territory of 130,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

## Constant Reminders to Do Best Work

AMONG the munition makers who are endeavoring to instil the need of proficient work in the minds of their workers is the Westinghouse Electric & Manufacturing Company, of East Pittsburgh, Pa. One method used is to display posters in the factories where munitions are made, with pointed text and illustration. One of these posters, showing a large artillery piece completely demolished, reads as follows:

### A DEFECTIVE SHELL

Wrecked this 4.5-inch howitzer. Imagine the gun crew's fate. The Huns could do no worse.

Make perfect shells and lessen the perils of our boys at the front.

The illustrations on another poster showed views in the munition plant, with this text:

**BACK UP THE BOYS AT THE FRONT**  
They need all the grenades you can make and they need them quick.

Don't forget the more grenades you make the sooner the boys can come home.

Remember good grenade makers in this shop are as necessary as soldiers in the trenches.

"We are hardly able to trace any direct results in increased production from these posters," M. C. Turpin, of the company's department of publicity, writes PRINTERS' INK. "The results to be expected are more or less of a psychological nature, in keeping this matter prominently before the employees, rather than to expect a material increase in production or improvement in the work."

### Let Everybody Talk Victory

R. WALLACE & SONS MFG. CO.  
WALLINGFORD, CONN., Mar. 12, 1918.

*Editor of PRINTERS' INK:*

Would it not be a great thing if every letter, business and social, bore on its head somewhere the word VICTORY printed in red?

It seems that this would do more than anything else to make people forget Peace, and think Victory, write Victory and talk Victory.

I make the foregoing a motion. Will you second it?

L. J. WALSH,  
Advertising Department.

## In Every City There Is One Family Paper

There is one that goes into the homes, and has been going in for a generation. In

## PORTLAND MAINE

This daily paper is the "Evening Express." It goes into about nine out of every ten homes in Portland every week-day afternoon. It is the only afternoon daily because it is so good a newspaper there is no call for another. If you have anything to sell to the family, father, mother, boys or girls, follow the line of least resistance and use the

## EVENING EXPRESS

### LEADS IN EVERYTHING!

*The Julius Mathews Special Agency  
Boston — New York — Chicago*

## WELCOME TO BRIDGEPORT Connecticut

If you have anything that is worth while, anything that has merit in food, fashion, comfort, necessity or luxury bring it to Bridgeport, the wonder city. Tell about your product in the

## Post and Telegram Connecticut's Largest Circulation !

and you will win for it a place in the sun. The eyes of Bridgeport turn to the "Post and Telegram" as the flowers turn to the sun. You will surely go right when you advertise in the Post and Telegram.

*The Julius Mathews Special Agency  
Boston — New York — Chicago*



# PRINTERS' INK

Entered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-839 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1717 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, MARCH 28, 1918

## The Burdened Advertising Gets Help

How many selling extravagances are committed in the name of advertising? Advertising is indeed a very convenient term, especially for those who are trying to cover up embarrassing expense items. It is made the scapegoat for all sorts of selling sins and for all kinds of irregular sales expenses that haven't the slightest relation to real advertising.

PRINTERS' INK has frequently deprecated this and often it has told of plans for overcoming the evil. To make advertising bear all these unjust burdens is a very unfair handicap to place on it. Fortunately, it is only the advertising rookie that permits his advertising account to be cluttered up with dubious charges. As soon as a company gains experience in advertising and thus learns to appreciate its value, it is usually care-

## PRINTERS' INK

ful to avoid having its appropriation eaten up by a hodgepodge of expense items, consisting of donations, rebates, entertainments and other placating charges of this nature.

It is worth noting in this connection that two important departments of the Government have recently come to the rescue of the overladen advertising account. Both the Food Administration and the Federal Trade Commission have declared that rebates and such expenditures cannot legitimately be regarded as advertising just because some concern wishes euphemistically to call them that.

For some weeks Mr. Hoover's department has discouraged the granting of special rebates on sugar. If such allowances are made, it is insisted that the wholesaler or jobber must deduct them in determining his delivered cost so that his gross profit will not exceed the amount allowed by the Administration. If there are any special allowances, the consumer must be given the benefit of them. Thus hampered in making concessions, it seems that certain refiners have resorted to the expedient of offering rebates in the guise of an "advertising allowance." It was supposed to cover special work done by jobbers' salesmen and was said to be an "equivalent of advertising." The Administration has refused to wink at these deductions for "advertising," where no advertising was done.

In some of its recently issued complaints the Federal Trade Commission has taken a similar stand. It has questioned the practice of granting rebates and of giving special discounts and then charging these sums to advertising. Likewise, it has refused to admit that entertaining is advertising. In many lines salesmen have been in the habit of extending lavish courtesies to the trade. The cost of these gratuities has often been placed in the advertising account, much to the detriment of regular advertising. The Trade Commission has even gone further than this. It is now inclined to believe that too much en-

ertaining is a form of unfair competition.

It would appear that entertaining as a business-building force has been greatly overvalued. A certain amount of it is inevitable and, in some instances necessary, but it is easy to carry it too far. Especially during the war, when wise economy is a national duty, extravagant entertaining should find no place in business. It is a wasteful custom that brings no adequate return. Above all, it never should be dubbed "advertising," for most decidedly it is not. As a matter of fact, those companies that properly advertise do not have to indulge in lavish entertaining to get business.

**Safeguarding the Worker When He Buys** Advertising is not often called upon to play the part of an heroic crusader coming to the rescue of those in distress; yet it seems that an odd twist in the war situation in the United States may yet require its use in a rôle of very much that sort.

PRINTERS' INK has already discussed on several occasions the fact that the war, both in England and in our own country, has brought sudden and, in some cases, very great wealth, comparatively speaking, to the working class. This accession of income in most cases means a development of the scale of life, and the purchase of many things—some of them luxuries, and some, what the rich are accustomed to think of as necessities—for the first time.

Whenever a buyer is ignorant, it is always to be expected that there will crop up unscrupulous sellers who will take advantage of that ignorance; and it is this fact which is a challenge to the forces of advertising to make good our claim that the power of publicity is most effective when it is wielded for good. Advertisers—not only retailers, but national advertisers as well—whose goods are in the class of presumable purchase by "newly-rich" workers, and are liable to unscrupulous competition of inferior-quality goods at high

prices, can be of the very greatest assistance to these new buyers if they will make their copy educational in character. They can create standards, not only of quality, but of price, so that the workingman will know what to expect when he buys, for instance, a phonograph, a piano, a set of furs for his wife, a new gas range for the kitchen or an electric vacuum cleaner.

It would be fatal, of course, for such advertising as is here suggested to be directed openly to the attention of the workingman, who would bitterly resent such an implication that he could not take care of himself. Probably a direct message of warning would never be necessary at all, but the thought of genuine helpfulness to inexperienced buyers, running as an undercurrent in the copywriter's mind, is bound to produce results which in the long run would be of great value. We have a national duty to see that the working class is not exploited, taken advantage of in its new affluence. For one thing, the more value the buyer gets for his money, the greater the economy of purchase and presumably the larger the surplus he can invest in Liberty Bonds and War Savings Certificates. Also, the more completely satisfied he is with the new phases of living, the more contented and happy he will be—a contentment which is bound to be reflected in the quality and quantity of his work.

**To Advertise American Designs** American creators of styles in dress, and of patterns and designs in textiles, have been coming into the lime-light much more of late than ever in the past, due, of course, to the war. This does not mean that the influence of Paris has been supplanted; the genius of the French capital in the sphere of style-creation is too great and too old to be undermined even in war-time; but it does mean that American manufacturers have discovered that in a market as big as ours, there is plenty of room for American-designed textiles,

and for clothes created in this country.

For the first time in history, therefore, American designers are being allowed to turn inward upon themselves for ideas, instead of rehashing the work of Europeans. As a result, a whole new group of fabrics is now being produced with designs based upon ancient Aztec and Inca potteries. The results are said to be both strikingly novel and interesting.

The manufacturers who are putting out these new "all-American" designs, however, seem almost afraid to identify their origin for the women who have to wear them. The Parisian tradition is so old, so strong, that even when America produces something thoroughly worth while it has to be carted abroad and brought back again with the esoteric enhancement of the foreign label. The cloak and suit trade in New York City alone produces goods worth \$150,000,000 a year; but does not seemingly feel itself strong enough to confess to the American woman that it is at work on this shore of the Atlantic.

In this day of kaleidoscopic changes in national sentiment and feeling, why should not a concerted, systematic attempt to sell the idea of American styles for American women be successful? To men who know the power of advertising to change habits, it would seem that a very real opportunity will be neglected if the manufacturers do not undertake to establish their product on a good-will foundation of its own—as honest and open as it is patriotic in its appeal.

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**"Ethics"** A certified public accountant made a speech the other day at **that Ought to Go Overboard** a big eastern university. He was telling of the great dearth of accountants for war work—a scarcity so severe, so he said, that the Government would probably in the next few months be taking the men from

advanced classes in schools of accountancy for vitally necessary work. The scarcity of men for commercial work with private houses is, of course, equally great.

"When you leave school and are seeking a position," he told the students (according to a college paper report), "make the rounds of the well known firms until you find one which will take you on in a minor position. But do not advertise. The ethics of the profession forbid that."

Shades of Socrates the Logician! If there isn't an example of "professional ethics" gone to seed, we never heard of one. Here is the business world crying out for men qualified to do a difficult and expert type of work; there stands a young man with the requisite knowledge, looking for a position; but he may not take the quickest and most obvious method of letting prospective employers know he exists! Instead, he must perform the dreary and disheartening task of begging from door to door, so to speak, for a chance to work; and he is almost sure to meet with discouraging rebuffs, for even with a shortage of accountants there are many houses which are not in need of additional men.

Throughout the nation, thousands of physicians have put on khaki and gone to the war, leaving behind them large numbers of patients, who, presumably, will still go on falling ill whether their favorite practitioner is away or not. In their communities there are still doctors in private practice, competent to care for them; but these excellent men must sit in silence while the people who ought to be their patients grope in the dark for competent counsel—a sort of supergame of blind-man's buff, with the welfare of the individual depending on the chance developments of the game. Of course a doctor mustn't advertise. It isn't ethical.

Wouldn't it be a good idea to suspend "professional ethics," when they are obviously in opposition to the general good for the duration of the war?



### *An Organization of Specialists*

—with practical knowledge based on experience and training over a long period of time,

—whose business acumen, resourcefulness, aggressive and enterprising methods have helped countless advertisers to prosperity,

—which has served and is serving, with notable success, some of the nation's largest and best known industries,

—is ready to show, concretely and clearly, how and why it can render an unusual type of advertising service to you.

## Wm. H. Rankin Company

"Advertising based on knowledge  
that benefits the consumer"

WILLIAM H. RANKIN  
President  
H. A. GROTH  
Secretary-Treasurer

WILBUR D. NESBIT  
1st. Vice-President  
ROBT. E. RINEHART  
2nd. Vice-President

104 S. Michigan Ave., Chicago      50 Madison Ave., New York

**FREE  
"Playing Safe  
in Business"**

If interested in writing better business letters, get a complimentary copy of Edward H. Schulze's new booklet. Send for it today.

**MAKING LETTERS  
PAY SYSTEM**  
220 West 42nd St., N. Y.

**ART DIRECTOR**

**seeks a broader  
field of endeavor  
with a progressive  
Agency or Printer**

**Qualifications -**

- knows the value of an idea and has them - -
- knows how to prepare attention commanding Advertisements, (single or series) Booklets, Folders, etc. - - - - -
- has the technical ability to produce drawings with a Punch - - - - -
- has selling ability and knows the value of co-operation with the Salesman or Client - - - - -

**"Pepango"  
care of Printers' Ink  
1720 Lytton Bldg., Chicago**

**President Wilson  
Favors San Francisco  
Convention**

Says That It Will Have Stabilizing Effect Upon the Business World—W. C. D'Arcy and Celestine Sullivan Tell of Plans for Meeting—Convention Will Render a Patriotic Service

THAT President Wilson favors the holding of the San Francisco Convention of the Associated Advertising Clubs of the World, July 7-12, and believes that it will have an important influence in establishing confidence among business men, was told by Celestine Sullivan, a special representative of the convention committee of that city, in an address delivered before the Advertising Club of New York on March 21. Mr. Sullivan's mission in the East is to arouse the interest of club members in the event and to extend to them an invitation to visit San Francisco and accept the hospitality of the city.

"San Francisco and California need your aid," said Mr. Sullivan. "We have mines that are rich in minerals; we have thousands of acres of fertile land producing immense quantities of wheat and other grains; we have great orchards bearing millions of boxes of oranges, apricots, lemons and apples. Our vineyards cover a vast territory. We have great industries turning out millions of dollars' worth of manufactured goods.

"Come out to the San Francisco convention and show us how to advertise all these products and our natural resources and we will divide 50-50 with you.

"Don't be pessimists because of the war. Someone has said that a lemon is a pessimistic orange. A pessimist is very much of a piker. He is the kind of a man who wishes he had a hundred dollars when he can just as well wish he had a million. Don't say California is too far away—that it will take too long for you to go out and back and attend the conven-

tion. It is no farther from New York to San Francisco than it is from San Francisco to New York. What does time amount to, anyway, when you are laboring in a good cause? The Associated Advertising Clubs will be rendering a great patriotic service when they hold their convention, for they will show the country that they have an abounding faith in our own stability and in the administration."

Mr. Sullivan told of an interview he had had with President Wilson, the day before, when he presented an invitation to the President from San Francisco business men, to attend the convention in July. The President expressed his great regret that he would be unable to leave Washington owing to the great pressure of duties connected with the war. He was very sorry indeed that he could not be with the advertising men at their annual meeting. He recalled the great pleasure he had had in being the guest of the association two years ago in Philadelphia and in addressing the remarkable crowd in Independence Square. He appreciated the magnificent work the advertising clubs are doing in support of the Government's activities and in vitalizing public opinion. In conclusion, Mr. Sullivan said: "You have no better friend in administration circles than President Wilson."

President W. C. D'Arcy, of the A.A.C. of W., gave the club members an account of the visit made to San Francisco a few weeks ago by the executive committee of the A.A.C. of W. to pass upon the arrangements that had been made for the convention. The committee was at first somewhat in doubt as to the advisability of holding the convention this year; but after talking the matter over with the business men of San Francisco and after learning through a letter from President Wilson that it was the desire of the administration that the convention should not be omitted, as it would have a stabilizing influence upon business, the committee unanimously agreed that it should be held.

## CLASS

For class, trade and technical advertisers. Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a year.  
608 SOUTH DEARBORN ST., CHICAGO  
*Sample Copy On Request*

## A Big Dollar's Worth

in solid, practical suggestions and explanations that will lead to more effective printed matter—that's what you get in

### "How To Make Type Talk"

By BARNARD J. LEWIS

It doesn't preach—it shows how. Your dollar refunded if you say so.

The Stetson Press 195 Fort Hill Sq.  
BOSTON

## "COPISISTIM" The Ideal LAYOUT SHEET

Cheaper Than White Paper  
Saves Time, Labor, Space

Accurately ruled to agate lines,  $\frac{1}{4}$  inches, inches, all column widths; made in three sizes; seven styles; 1 cent a sheet up; samples and price list on request.

Advertising contest open until May 1: free to everybody.

AD WRITERS' SUPPLY CO.  
110 West 40th Street - New York City



**PETERSON  
& DEAN**  
GRANDRAPIDS, MICH  
ADVERTISING



## The Little Schoolmaster's Classroom

IF you were suddenly asked for a plan to make nursery rhymes sell phonograph records, or for a scheme to make valentines sell garden seeds, or to devise a method whereby candy and books would sell each other, the chances are you would be stumped. Yet if the members of the Classroom had a chance to think over the proposition for awhile no doubt they would be able to suggest several ways whereby one product would sell another that may be entirely foreign to it. Such plans are being worked right along. For instance, Harper & Brothers recently issued what they call a "Bubble Book." It contains, in illustrated verse, the stories of "Tom, Tom the Piper's Son," "Jack and Jill" and "Mary Had a Little Lamb." Three of the pages in the book are in the form of envelopes. In each of these is a special Columbia record, giving the singing version of these famous nursery rhymes, and which can be played on a phonograph. It is a unique combination of pictures, verses and music. By listening to the songs a child can learn to read the book, and how to sing the verses.

Here we have an idea that induces the music store to handle nursery books—an item which formerly they would consider entirely out of their line. On the other hand the plan gets phonograph records into book stores.

\* \* \*

Not so typical is this instance, but it is along the same line:

One of the valentine hits of the past season was an amusing love message to which was attached a package of turnip seed with the accompanying verse:

"Whene'er you think you need me  
To be your Valentine,  
Just plant these seeds I send  
thee,  
And I'll Turnip on time."

These packages were sent very extensively to children, and no doubt will be the means of interesting many of them in gardening.

\* \* \*

Stephen F. Whitman & Sons of Philadelphia, have seized on this same idea in getting up a Service package of their chocolates. The package supplies two a soldier's most urgent desires—candy and books. In explaining the idea the company told the Schoolmaster:

"We are opposed to packing anything but candy in our packages, but on learning of the experience in England during the early years of the war when millions of copies of little books of standard literature were sent over to the trenches to fill a keen demand for them from the British troops, we believed that the American boys would appreciate literature of this kind which can be read and re-read and passed from hand to hand."

There is one book in each box and fifty-one titles in the series. The title of the book in each particular package is stamped on the bottom of it. A mistake was made not long ago in packing one of these boxes, which resulted in a rather funny experience.

"Recently we had the misfortune," said Mr. Wheelock, of the company, "to pack the book entitled 'Ballad of Reading Gaol' in a box that was stamped 'Sonnets from the Portuguese.' And as a further misfortune, this box was purchased as a valentine and sent to a lady. Fortunately, the lady had a sense of humor, and when the sender explained what he intended to send, the matter was amicably adjusted."

The package is meeting with remarkable sale. There is no question that the combination of two desirable articles under the same cover makes the package doubly desirable.

## The Rapid Electrotype Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York      Cincinnati      Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

**S**uccessful Advertising Manager for ten years, and now serving one of the best known National advertisers in its line, seeks a broader field—either in same capacity or as production manager of progressive advertising agency.

**Address "L. V."**

Box 117, care Printers' Ink

To open new territory TALK WITH Heegstra

H. Walton HEEGSTRA Inc.—MERCANDISING—25 E. Jackson Boulevard, Chicago

**Electros for Advertisers**  
MARQUETTE BLDG. CHICAGO      GENERAL PLATE CO. 1600-1612 HULMAN ST. TERRE HAUTE, IND.

**"GIBBONS Knows CANADA"**

## REACH THE NAVY

Over a third-million men, averaging \$52.83 monthly above living expenses. All volunteers, virtually no dependents. Big buying power, over \$21,000,000 monthly. Reachable through Scott & Scott Navy List. Mail order or canteen service aid. Information upon request. Scott & Scott, Inc., 144 E. 32nd St., N. Y.; 29 E. Madison St., Chicago.

Retailers have found that it is often easier to make combination sales than to sell the articles singly. One product creates a demand for the other and hence they both sell together. In the next few years we are bound to witness many selling plans based on this fact. The idea seems to be in the air and the Schoolmaster has been sniffing it for some time. In advertising copy, too, this plan has made its appearance. The Clever Kraft Silver Co., as an illustration, very generously advertises Pyrex Glassware and Guernsey Ware. It is a good policy because the articles are used together and hence often bought together. The reputation of one backs up the other.

## Trademarks Headquarters

### MASON, FENWICK & LAWRENCE

TRADEMARK LAWYERS

Washington New York Chicago

Established 1861 Booklet Gratis

Some of the largest advertising agents,  
lithographers and manufacturers  
use our expert service

## FOR SALE

Long established and  
well known printing  
plant.

### As a Going Concern

Good reputation; doing high class work; five cylinder presses; hand presses; cutting and folding machines; large engraving plant; well-equipped composing department; complete office equipment.

### High-Class Clientele

Inquire

E. J. HOPPLE

Garfield Bldg., Cleveland, Ohio

The question of whether to advertise or to go on in the good old way was up before a large fire-insurance company. It had done business since 1840, or something like that, with little or no advertising except blotters and an annual statement, and some of its officers were of the opinion that the methods that had been used in the past were the only proper methods of promoting a business like fire insurance. Advertisements in publications offering outright arguments for a certain kind of fire insurance were undignified. Besides, would people really be influenced by such advertisements to prefer one company over another? Weren't they habituated just to go to their preferred fire-insurance agent, give him the business and let him put it in any old company he saw fit?

The subject had been discussed with an advertising agency, and the agency man had dropped in for another conference.

"I want to put a question to you, Mr. Agency Man," said Mr. Doubting Thomas, the second assistant to the president; "answer quick. You have fire insurance, I know. What company is it in? Come now! Aha! Your own experience proves what I maintain. You are an advertising man and not even you take the trouble to

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learn what company your agent puts you in. What have you to say about that?"

"I have nothing to say," replied the agency man. "You have stated the case finely. You have made out a better case for advertising than I could have done. No fire-insurance company has ever taken the trouble to impress me. I don't know the merits of one company from those of another. If there are differences or advantages, I don't know them. It seems from my experience that the fire-insurance agents have all the companies in their grip and can turn the business anywhere they please. If that is what the Blank-Blank Insurance Company wants, your past and present methods are certainly the right ones."

\* \* \*

The Schoolmaster had supposed that the man who has his letters rubber-stamped "dictated but not read" had pretty well disappeared, but some of his tribe seem still to be extant. A charming bit of repartee designed to wake such people up is reported by a Philadelphia paper as being the habitual practice of a financial firm which stamps such letters (unless they are really important) "Received but not read" and mails them back to the sender! The Schoolmaster doesn't know that he can commend the idea exactly, but he passes it along for the class to think over.

\* \* \*

It may humiliate the community booster to have to admit it, but nevertheless it is sometimes advisable for the small-town manufacturer or producer to identify his location by telling what large city it is near. The Schoolmaster finds that the D. Hill Nursery Company is doing this. On its letter-

**copy men & advertising managers**  
*the Howell Cuts*  
will interest you  
write for proofs - right now!  
303 Fifth Avenue, New York

## Advertising Manager— Sales Manager

### desires new connection

capable of serving in either capacity. Efficient, practical and economic. 14 years of active service in merchandising and advertising. For several years engaged in creating new advertisers and planning and conducting advertising campaigns. Successful seller of magazine advertising space. For past four years engaged in organizing and establishing new corporations. At present living in Chicago. Open to proposals east or west. Has travelled extensively from coast to coast. Splendid references from prominent men. "E. G." Box 118, care Printers' Ink.

## BOOKLETS *and* CATALOGS

Many of America's prominent advertisers, advertising agencies and others requiring high class work use

CHARLES FRANCIS PRESS  
461 Eighth Avenue, New York City

*Printers of "PRINTERS' INK"*

MARTINI  
PRINTING CRAFTS BUILDING  
461 EIGHTH AVE., NEW YORK  
INDIVIDUAL  
ART WORK  
OF THE HIGHEST TYPE



### "CLIMAX" SQUARE-TOP

### PAPER CLIPS

Pat. Dec. 12, 1916  
Best and most economical  
Paper Clip on the market.

Recommended by efficiency experts.

Prices F.O.B. Buffalo.
Packed 10,000 to the Box.
10,000.....15¢ per 1,000
50,000.....10¢ per 1,000
100,000.....8¢ per 1,000
500,000.....7¢ per 1,000
1,000,000.....6½¢ per 1,000

Order Direct From

Buffalo Automatic Mfg. Co.  
457 Washington Street, BUFFALO, N. Y.

head, under the name of the town, Dundee, Ill., appears the phrase in parenthesis "near Chicago." Not very flattering to Dundee, perhaps, but good business sense just the same. N. E. Averill, secretary of the company, tells *PRINTERS' INK* why. People who buy nursery stock are interested to know from what section it comes, because very often this fact determines whether or not the plants will be hardy enough to stand the climate in which they are to be replanted. Mr. Averill says that many folks might imagine that Dundee is down near Cairo, and, without investigation, conclude that the stock was not grown far enough north for their purposes. When Chicago is mentioned, however, they are no longer doubtful as to the location of the nursery. Thus in the phrase "near Chicago" is condensed a neat little sales argument.

The Diamond State Fibre Company uses this same idea in its recently started advertising campaign. It is mentioning its location, "Bridgeport, Pa.," as being "near Philadelphia."

It would, therefore, seem that if the advantage of a location can be emphasized by cashing in on the reputation of a nearby large city, it is certainly good policy to seize the opportunity.

\* \* \*

"When could you come if we decided on you?" asked the executive who had charge of filling a good-size advertising job.

"I could be on the job tomorrow if you say the word," was the applicant's reply.

The employer didn't tell the applicant, but he told someone else that he didn't want any man who would leave a former employer on a day's notice or whose services were of such value that he could be spared on a day's notice, which shows that there are several viewpoints on quick action in taking jobs.

\* \* \*

An agency man said to the Schoolmaster recently: "We would advertise our organization if someone would show us how

such a thing can be done, but we hold that agency service is at least a semi-professional thing, and we confess that we don't know how to advertise anything that borders on the professional. We are inclined to let our service speak for itself, and we think it does."

The Schoolmaster can't see the logic of this argument. If advertising service can be properly classified as being in the professional class it might follow that it should have some such code of ethics as that which governs law. But agency service is not so well understood by those who should use it as is legal service. True, a small group of experienced national advertisers whose relations with agencies are long and varied do understand, but there are hundreds of manufacturers in the early stages of advertising who have little conception of what a first-class advertising agency does. The Schoolmaster has heard a manufacturer of this type inquire innocently, "What are the functions of an advertising agency?" It is a natural and a proper question, and it should be answered.

Quite recently a manufacturer of the class just described said to an agency representative: "You think I should be sold on the idea of a national campaign of periodical advertising—that I should understand what that will do for our business—and yet so far as your business is concerned you have chosen the face-to-face method of acquainting me with it. If I should practice as you practice I would just send my salesmen out to interview selected prospects."

#### Shoe Manufacturer's New Advertising Manager

Ralph M. Leseritz, for the past two years a member of the advertising staff of R. H. Macy & Co., New York, has been appointed advertising manager of Rosenwasser Bros., Inc., shoe manufacturers, of Long Island City, N. Y.

The *Daily Record*, Niagara Falls, Ont., has been purchased by the *Evening Review* of the same city. The two papers will be merged, giving the city one daily paper instead of two.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

### HELP WANTED

**CAN you sell printing?** We want real man for real job—covering New York City and Northern New Jersey, selling direct advertising, catalogs. The Abbey Printshop, East Orange, N. J.

Special representatives, with a list at present, wanted for New England, Chicago and the Pacific Coast, willing to handle a large certified family circulation on a small net commission basis. Box 924, Printers' Ink.

Editorial copy man. Experienced in rewrite and original work and make-up for an established trade paper. Stat salary requirements and details of past experience in request for appointment. Address Box 928, care Printers' Ink.

**THE ADVERTISING DEPARTMENT OF A LARGE MANUFACTURER OF PRINTING MACHINERY NEEDS A GOOD COPY WRITER. BOX 921, PRINTERS' INK.**

**Wanted: Advertising Assistant**  
New York representative for technical magazine with established clientele has an opening for a man, draft-exempt, who can conceive and write copy and who wants to develop as an advertising salesman. Salary and commission. The man's future depends on his selling capacity. Box 917, care Printers' Ink.

### WANTED :

by a prominent N. Y.  
Advertising Agency

### A Layout Man

who can make clean, well-composed layouts. Must have good color-sense and know enough about the figure to make good-looking sketches. Permanent position. Box 919 PRINTERS' INK.

**WANTED**—Two salesmen to represent large printing house in middle west territory. Highest class product, with complete direct-mail advertising service. Salesman should be able to estimate approximate costs, including fair knowledge of art work and engraving. Only competent men with successful selling ability wanted. Address 909, care Printers' Ink.

A prominent publisher of trade and technical magazines wants a young man with energy, backbone and the selling instinct. The work at which he will start—selling subscriptions—will be hard and the salary moderate, but his future will be limited only by his own ability.

State your experience and qualifications in your first letter. If possible, enclose a photo. Box 926, care P. I.

### COPY AND LAYOUT MAN WANTED

We are a small concern supplying hotels and circularize our list monthly. We want an advertising man whose present connections permit him to devote a few evenings monthly to write copy and assist generally in our advertising problems. Box 914, Printers' Ink.

### WANTED—A SALES MANAGER

Capable of taking charge of the entire selling and advertising departments of a concern more than fifty years old, manufacturing an article of men's wear, with a large established retail clientele. Apply by letter, stating qualifications for position, experience, references, salary desired and any additional information of interest. All applications will be held confidential. Box 915, Printers' Ink.

**WANTED:** Man with sales and advertising experience, preferably in building industry, to assist me in promotion work. Travel part time; write booklets, follow-up, etc. Must be exempt from draft, have good personality, and be tactful. Splendid opportunity. Salary \$2500 to \$3000 and expenses when traveling. Address Zenas W. Carter, Commissioner, Associate Metal Lath Manufacturers, 901 Swetland Building, Cleveland, Ohio, with copy of letter to 925 Woodward Building, Washington, D. C.

Young woman with four years' agency experience, typewriter and bookkeeper, thoroughly familiar with all office details of agency work. Take entire charge of books, prepare trial balances etc. Box 927, Printers' Ink.

## WANTED Able Copywriter

Able to grasp a thought quickly, analyze it intuitively and write forcefully.

Able to write intelligently on a variety of subjects.

Able to change style of writing as the accounts require. Able to turn out finished copy with minimum supervision.

Able to produce a volume of work that compares favorably in quality with the best contemporary advertising.

Such a man is now writing copy for an agency. If he fulfills specifications he will be able to see the advantages offered him by this agency.

Write fully, in strict confidence. Hold samples for showing at appointment.

**Address Box 918, care Printers' Ink**

### MISCELLANEOUS

Can you use this paper? We changed our Follow-Up Circulars which left the following paper on our hands. We will sell it cheap— $2\frac{1}{2}$  Reams 25x38—120 Enameling Bond. This high grade book paper is a bargain for somebody. Box 910, care Printers' Ink.

## Wanted: A Business

that is thoroughly established and earning reasonable profit, must be a manufacturing proposition doing an annual business of \$100,000 or over. Advertiser represents principal of large interest, ready to do business on straightforward basis, has cash immediately available for right concern. Every reply to this advertisement will be treated absolutely confidential. Write Profitable, 514 World Building, New York.

When you think of Hardware Dealers think of the Hardware Dealers' Magazine, The Open Door to the Hardware Stores of the World. Write for sample 253 Broadway, New York City.

## Ph. Morton

OCEAN TO OCEAN  
CINCINNATI

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

**15¢ a Sheet Posts R.I.**

PANELLED & PILARED BOARD CUTTING & GRANITE SHAPING

ADDRESS UNION TRUST BLDG PROVIDENCE, R. I.

**Standish-Barnes Co.**

### TO RENT FOR BUSINESS PURPOSES

Attractive, furnished or unfurnished Special facilities for publisher, advertising agency, or kindred inc. Sublease Divisions for large or small users. Tenth Floor, 450 Fourth Avenue, New York City.

### POSITIONS WANTED

**ADVERTISING AND SALES**  
Live young executive with engineering training and business experience; able to analyze problems and bring results Box 911, care Printers' Ink.

Capable copywriter and layout man desires permanent connection with agency or manufacturer. Food Product, Domestic and Household Specialty Copy. Married. Draft Exempt. Available April 1st. Box 931, care Printers' Ink.

### SPECIAL COPY SERVICE

Copy man trained along electrical and engineering lines wants agency work. Display, pamphlet, folder and formal letter matter that Says It Right. Box 922, Printers' Ink.

## Assistant Advertising Manager

Age 22. Draft exempt. 1917 graduate large Eastern college. Recent graduate I. C. S. advertising course. Now copy-writer for large agency. Best of references. Want position as assistant advertising manager for concern doing national advertising. Box 925, care Printers' Ink.

### YOUNG ADVERTISING EXECUTIVE OF PROVEN ABILITY

Asst. Advertising Manager of a concern doing 15 millions annually desires change for excellent reasons. Experience embraces planning and executing successful national campaign, originating sales and merchandising plans, creating printed matter of all kinds. Dealer helps and dealer co-operative work. Age 25, married, in class 4. Starting salary \$3,000. Box 932, P. I.

**ADVERTISING MAN**—Experienced solicitor and manager, constructive worker and successful producer, favorably acquainted throughout Eastern territory, seeks engagement on general or class publication; letters confidential. Box 933, care of Printers' Ink.

**SITUATION WANTED:** By successful display advertising solicitor. Formerly with large Chicago newspaper. Prefer trade journal or magazine field in or near Chicago. Salary to start, \$35.00 weekly. J. H. S., care of Printers' Ink, 14 E. Jackson Blvd., Chicago.

Young woman desires to connect with progressive publication in editorial or territorial capacity. Has had extended experience in writing advertising copy; but, having journalistic aspirations, wishes to get away from the business office. Willing to start on nominal salary. Box 923, Printers' Ink.

I am editor of a large daily, drawing a large salary. Want partnership in small paper with bright future or an editorial position, at modest salary, with opportunity of buying share with my services. I am young, married, have university education and over 12 years' experience in all branches of editorial work on large papers. Address Box 912, care Printers' Ink.

Editor of largest evening daily in city of 225,000 wants position offering better future in newspaper, periodical, feature syndicate or any other kind of editorial or publicity work. University education, 13 years' experience including 3 years in Chicago, 3 years present position. Have knowledge of ad writing as well as wide experience in all branches of editorial work on some of best papers in middle-west. Address Box 913, care Printers' Ink.

#### SITUATION WANTED

Advertising art manager—five years' experience as such in large printing house and in advertising agency handling national accounts. Technical advertising training. Layout man who knows the why and how. Successful artist. Intimate knowledge engraving and printing. Experienced buyer. Idea man. Used to handling detail. Philadelphia or New York preferred. Box 920, care Printers' Ink.

#### Machinery Advertising

Position wanted offering bigger responsibilities, — more room for growth. Young man, age 28, married, class 4; practical experience power, refrigeration and agricultural machinery; graduate mechanical engineer; five years sales and advertising; two years advertising manager. Box 11, Stockyards Station, Cincinnati.

#### FIRST-CLASS COPYWRITER

Agency and technical publishing experience. Excellent layout man. Thoroughly familiar with details of engraving, art work, printing, etc. Box 929.

Space buyer and order man, experienced in detail and statistics, over 7 years agency experience, desires to make change. Young and enthusiastic. Best of reference. Phila. preferred. Starting salary \$1500 year. Box 934, P. I.

Copy writer and layout man, former Advertising Manager, desires connection with high-class Printing Plant, to co-operate with sales force. Capable of supervising, ordering cuts and buying art work. Draft exempt. Married. Available April 1st. Box 930, P. I.

#### ASST. ADVERTISING MANAGER

A five-year training has fitted me for a bigger proposition—my present is limited. Experience embraces: direction of a mailing list; one year in sales correspondence; writing copy for trade papers, newspapers, booklets, leaflets, blotters, etc. Editing a small house magazine. Can initiate and execute. College trained. Age 26, married. Draft exempt. Will start at \$1700. Greater New York preferred. Box 935, care Printers' Ink.

## Lithographers

The biggest job in creating window displays, cutouts and modern posters is wanted by a man, now president of a Litho Co., which business has been increased 85% in one year with his help. One idea secured a \$50,000 displays contract, another, a miniature sketch, a year's poster contract from a big N. Y. house.

68% of speculation sketches secured orders, 17% are still pending. Box 936, care Printers' Ink.

## CAUTION:

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all matter entrusted to them.

PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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it will pay  
you to see  
us *before*  
placing your  
next Poster  
Advertising  
Campaign

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

# Marshall Field & Company

is the largest user of space in Chicago newspapers, and their advertising is confined entirely to daily issues (they use no Sunday newspapers whatever). The division of space for Chicago newspapers places The Chicago Daily Tribune in the lead of all Chicago newspapers. The figures in agate lines for 1917 follow:

TRIBUNE . . .	332,982
Herald . . . . .	331,394
News . . . . .	289,200
American . . .	254,534
Journal . . . . .	251,243
Post . . . . .	181,209
Examiner . . .	131,846

Send for "Book of Facts," just off the press.

## The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)

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new